

# THE Publishers' Weekly

The American BOOK TRADE JOURNAL

VOL. CXII

NEW YORK, DECEMBER 31, 1927

No. 27

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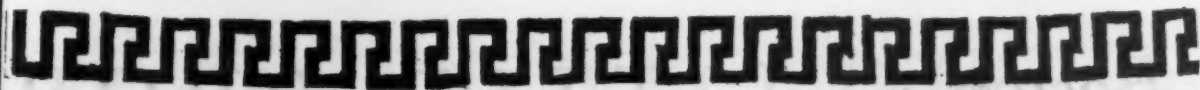
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Boston

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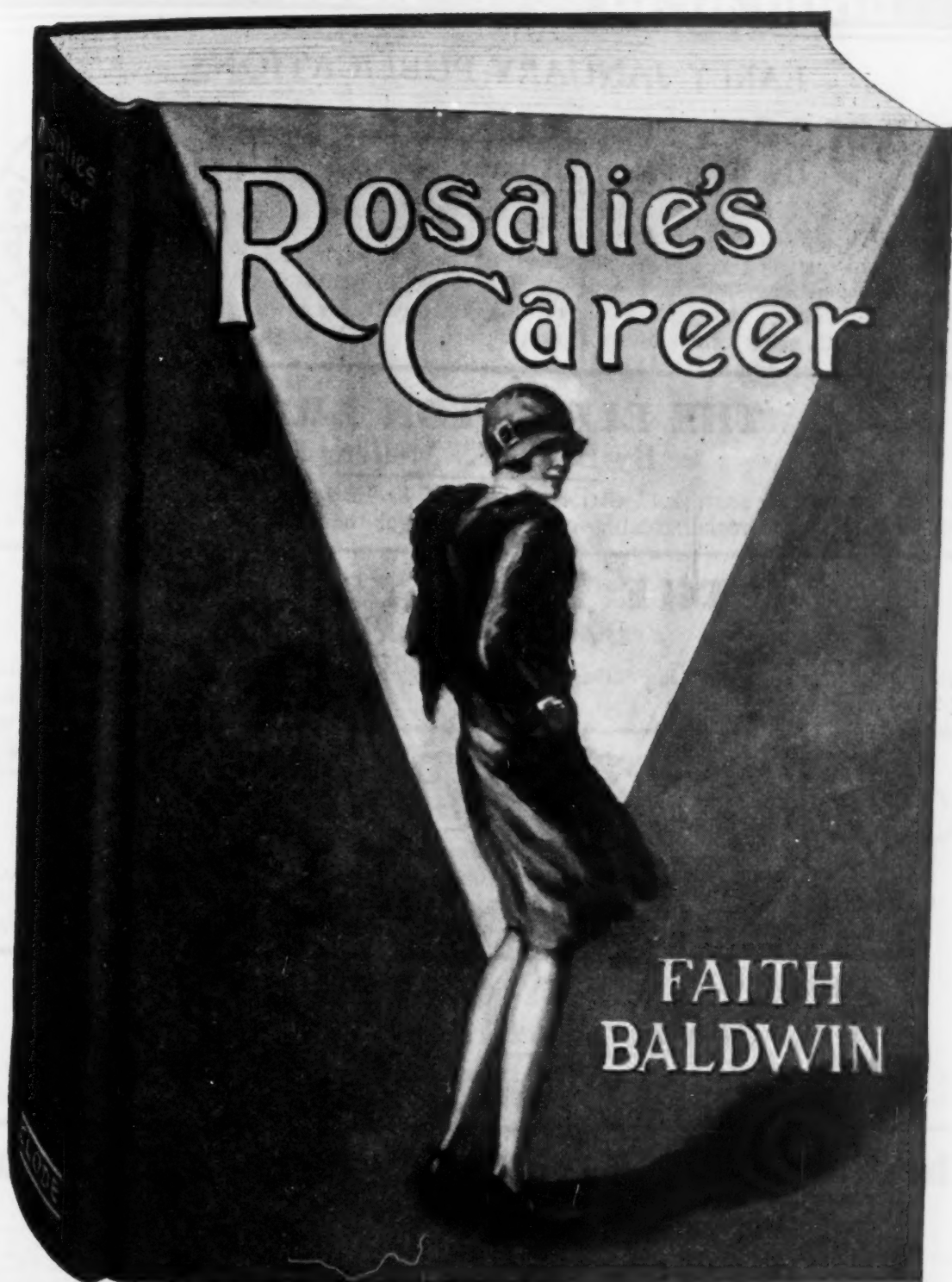
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# The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, DECEMBER 31, 1927

## Intrigues at the College Bookshop

Professor William S. Knickerbocker

*The Department of Literature, University of the South*

THE Big Idea came to me first, I think, when I was a callow instructor in English at Dartmouth, and since then I have found it impossible to get inside the heads of college youth without it.

The first form of this Big Idea was:

"Your education doesn't begin until you take it into your own hands."

Then later, without material modification, it became fixed in a convenient slogan which I still boom away at before every one of my classes: "You take your choice: education as external compulsion—or education as *internal propulsion*. If you don't get the second you must get the first." And that's that! What I mean is very simple, but tremendously effective. Now my principal job is to get as many as possible of this naughty, and frank, and impudent younger generation to read books. For I know that reading books is not a substitute for life. It is life: vivid, compelling, intense. It's sucking the life-blood of a master spirit, and something more. That something more means a more profound, a more

alert, a more passionate experience; an imaginative invasion of what else tends swiftly to become mere vegetating.

It's easy enough to say seriously to a class: "Read Ludwig's *Bismarck*," or, "For collateral reading, you are required

to read Mencken's *Prejudices*, second series," or "Those who do not read Lowe's *The Road to Xanadu*, or Farrington's *Main Currents of American Thought*, or Jean-Audry's *The Life and Letters of Joseph Conrad* simply can't pass this course." That's easy, I say—but fatuous. It requires no imagination, and it spells the death of any effective course.

I am one of those

who believe that courses in English to say nothing of other courses where a large reading experience is required (for instance, in economics, history, sociology, or philosophy)—are doomed to sheer *flop* if one relies on the principle of *exterior compulsion*. You can compel a boy or girl to read a certain number of pages, but you can't force him to be interested in them, or to assimilate into the organic texture of his

"THE college bookstore is the potential market for books," writes one commentator on "Selling Books in College Towns," the series of articles by W. E. Pearce which has been appearing in the *Publishers' Weekly* this winter. Professor Knickerbocker, who is a member of the Literature Department in the University of the South and Editor of the *Sewanee Review*, now carries on the discussion of the function of the college bookstore.

brain and soul the words he reads under that condition.

Edmund Burke said, it's true, "that force is necessary until right is ready," and I am willing to concede that, in the absence of vital imagination in the professor, considerable progress can be made by applying Burke's notion. Better than that, however, is suggested in the *internal propulsion* principle which relies chiefly on a certain technique of seduction by means of which you inveigle an undergraduate into reading things surreptitiously. Surreptitious is the only word that can be applied to the kind of reading of a certain fairly well-known contemporary literary critic (a college classmate of mine until he quit college altogether because he went too fast for his instructors) in his undergraduate days. I caught him myself one day in the Columbia University library reading the third volume of Ranke's *History of the Popes*—and he was then a freshman. The book had nothing whatever to do with his courses, but somebody dropped a vague hint about it, and he went to it with Matthew Arnold's

"Lucidity, lucidity,  
I seek it with avidity."

I have tried myself all kinds of questionable devices to get my students to read; and, equally as important, to buy books for themselves. For I believe that it is an essential part of the work of the Department of English to create in students the habit as well as the desire to buy books outside of the prescribed list of textbooks. Every undergraduate I consider to be a prospective patron of the arts: certainly all college men in a democracy ought to feel this burden. For if the educated don't, who will? It's an obligation imposed by the distinction of being college-bred. But, apart from this elevated reason, is the more practical one of possessing for oneself books which have given one pleasure, and will increasingly give pleasure as they are re-read.

Now for these "questionable" devices themselves. Every now and then the instructor can casually hint a title of a book, new or old, tying it up with matter under discussion and suggesting enough of its contents to inspire the undergraduate to

buy it for himself. If the college bookstore does its bit and keeps a fairly good-sized stock of recent books written by significant writers, undergraduates can easily be intrigued into browsing around. Indeed, I have an ardent ambition to teach a course some time, somewhere, in a college bookstore: say in some back room done up in orange and black or black and gold wallpaper and lit by blue lamps, and simply talk casually about books on the shelves around me. For I can't get it out of my head that the college bookshop is an integral department—and a very important one at that—of the college or university. Unfortunately, many managers of college bookshops are only salesmen. My favorite device at present (which is so questionable that if it got to the ears of my boss would probably cause my expulsion) is to instruct the meek young at the beginning of the academic year to keep a page or two in notebooks for an index expurgitorious and to enter from time to time titles of books like, say, Carl Van Vechten's *The Blind Bow-boy*, (which is very naughty), or Harry Elmer Barnes's "Causes of the World War" (which is really very, very radical), or Mary Agnes Best's *Thomas Paine* (which is horribly shocking to a religious person). Solemnly I assure them that young people ought not to read such books: but, dog-gone it! the first thing I know reports are coming to me that some of my rebellious youth have surreptitiously bought them. And often they keep on buying other books.

When I taught at Syracuse University, Wilbur Pearce (who was then manager of the University Book Store there) seriously asked me how it was I got the boys in my classes to buy books. Of course I couldn't let him know. This same person was, I think, the most active and infectious person on our campus. I've stood around in his shop eyeing him, and would see him dash out of his office, with a letter or a bill dangling from his teeth, look up a book on his counter, and slip it under my nose while he resumed dictating a letter. And he'd do the same thing with undergraduates. That bookshop man studied his customers, knew their interests, their vagaries, and by sampling various titles on



his victim soon got to know his prey thru and thru. O! the money I've paid him on monthly statements, when I knew I'd have to borrow money to pay the rent, or buy a pair of stockings for the baby. And many's the boy and girl he deprived of seeing the movie "Flaming Youth" because he had all their spare cash from the sale of Westermarck's *History of Marriage* or Keyserling's *Book of Marriage*.

It's not an easy job, this matter of getting undergraduates to develop reading habits, but it can be done. Given a college instructor who hasn't written a textbook of his own (and there are a few left), an obliging librarian, and an enterprising, imaginative manager of the college bookshop who can infect his subordinates with his own passion for selling (not *keeping*) books, and establish an *entente cordial* among all three, and by a little ingenuity the thing can be done.

#### Requirements for the college professor:

1. Intimate contacts with the most recent and best books in his own field.
2. A healthy respect for the intelligence and willingness of his students.
3. A certain "divilish" way of saying things: hinting by innuendoes and beguiling with sweetness.
4. A passion for invoking a love of the best books.

#### Requirements for the librarian:

1. A swift ear to hear what college professors praise as good books; (Unfortunately, many librarians depend mostly on what half-baked reviewers say), then passing this on as gossip to inquiring and conscientious library borrowers, hinting that it really would be much better to own the book than to borrow it overnight.

2. Regular visits to the college bookshop to give wholesome advice to the manager as to what undergraduates are reading.

#### Requirements for the Bookshop Manager:

1. A willingness to regard the professor as a member of his department, his confidant and friend, and as a susceptible victim to enthusiasms given him in a wily, Mephistophelian manner but with no guile.
2. Alertness to study his undergraduate customers and to guide their tastes by extra-curriculum talk about this book or that book (stealing ideas recklessly and without acknowledgment, if need be, from decent reviewers like Henry Seidel Canby, Harry Hansen, Harry Salpeter, or Carl Van Doren, and passing it on to the virgin ears of the young).
3. A voracious appetite for literary gossip: what Theodore Dreiser, for instance, said to Willa Cather at the Knopf monthly dinner; or what Glen Wescott ate while he was writing *The Grandmothers*.

With a little thought the list can be added to by any one. But the important thing is to get across the Big Idea: that until a boy or girl starts reading on his own account, buying his own books, joyously and gloriously marking them with his own comments (criticisms or approvals), he's really not getting his money's worth from college. And when that's done, college can still be his country club with the necessary interruptions of fraternity rushes, football hysterias on a grand scale, and wildly ferocious dances, but it will also be something more. The place where one can still discover his mind, and begin his career as a person with a mind, an imagination, and a soul.



# Jackie and Edward's Library

*A Memorial Library On an Island in Maine*

Helen Dean Fish

*Frederick A. Stokes Company*

**A** LITTLE over a year ago, on a little island off the coast of Maine, a tragic incident occurred and out of it grew, as a memorial, a lasting source of joy and blessing.

Two children—a boy and a girl—playing on the treacherous rocks, were caught by a huge roller, carried out to sea, and lost. The memorial which the stricken parents and friends have established is the Jackie and Edward Library for the children of Monhegan Island, Maine.

Monhegan Island is one of the perfect spots of the earth. It lies about sixteen miles from Boothbay, and the Atlantic beats upon its rocky headlands. There is a tiny harbor where Captain John Smith's vessel "rid" in 1615. Clus-

tered around the shore of the harbor in picturesque disorder are weather-grey houses of the islanders and summer folk, with lobster-pots piled high in every door-way. Over it all the gulls beautifully sweep and wheel. Daisies blow in the grass, at the very edge of the rocks, and little paths twist away over moors that are fragrant with wild roses, trailing yew and clover.

In the morning, at boat-time, every inhabitant goes down to the old wharf for the social event of the day. Then the children come flocking from every cottage—dozens of them—bare-foot, overalled, sun-burnt, happy children of the sea and the rocks,

and children from mainland cities to whom summer means Monhegan. Mail and milk, fish and fun, fill half an hour of "boat-time."

It is these children who were the playmates of Jackie and Edward until the July day when a group of them went paddling in the rocky cove beyond White Head. With shouts of glee they chased the receding foam and fled again before the returning breakers. Then came two great waves that swept away two of the number beyond hope of rescue, and cast a pall of sorrow over the happy island.

Today if you visit Monhegan, soon after you become well acquainted you are shown with pride Jackie and Edward's Library, which has been

flourishing for about a year. In the best parlor of the motherly little woman who keeps the "Dry and Fancy" store, are five generous shelves of inviting books for children—books as young as "Little Black Sambo" and as old as Dickens and Melville and Kingsley. They are the best books for young people, because they were chosen by a lover of books and of children and of Monhegan—Bertha E. Mahony of the Bookshop for Boys and Girls of Boston. Each volume bears a book-plate especially designed for the library by the artist, Frederick Dorr Steele, also a lover of Monhegan. The children



**W**HEN vacation time scatters the publishing fraternity up along the mountains and shores, they are likely to find books at work in many new corners of the country and in many new ways. Such a story has been brought back to us by Helen Dean Fish of the Stokes Editorial Department from a rocky island off the Maine Coast.

are free to come in and out and find pasture in good books. They love their library, and it is an educational force perhaps not even second to the little schoolhouse on the windy hill.

A little girl busily picking wild strawberries, sweet and glowing in the grass of the meadow, stopped her work when I, picking beside her, asked if she had read "The Story of Doctor Dolittle." She burst into spontaneous giggles of reminiscence and began telling me about the Pushmi-Pullyu. A red-headed little rascal of a boy nearly rolled off the wharf telling me a funny story of a grandmother and a goat in a book of fairy tales he'd read in "Jackie and Edward's libr'y."

In the winter, when the summer people

go away and fog and wind and a wild ocean take possession of the island, these children have books for the long indoor hours. Tho island-bound, they can travel the world over in the literature that love for two lost children has provided for them.

The reason for telling here the story of Jackie and Edward's Library is that, unhappily enough, tragic deaths of children are not rare occurrences, and there is no more effective way of mitigating the loss and unhappiness that follows than by making an *active* memorial that passes on to other children the love for the lost child. There should be more children's memorial libraries such as that now making glad the children of Monhegan.

## An Artistic Display



**A**MONG the many delightful windows that Children's Book Week brought forth was one that was planned by Miss Ennes of Doubleday's shop in the Lord & Taylor store. A unity of display was achieved by a delightful painting made especially for display purposes by Ruth Ordway, a young and promising artist, a graduate of the New School of Design in Boston.

Miss Ordway has, in a very short time, made a reputation for herself as a mural decorator, having done a hospital room in

White Plains, three schoolrooms and the auditorium of one of the New York public schools, which gives scenes from the life of Anne Hutchinson. The Lord & Taylor windows are narrow, but are very effective for display, owing to the high paneled background against which the colorful books make such an interesting contrast. The informal arrangement of the children's bookcase at the top of the window is a touch that prevents the two attractive shelves from overweighting the rest of the window design.



# THE Publishers' Weekly

The American BOOK TRADE JOURNAL

Founded by F. Leyboldt

EDITORS

R. R. BOWKER F. G. MELCHER  
62 W. 45th St., New York City

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*I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.*

—BACON.

## Trade Statistics

**W**E have published in the past few weeks certain trade statistics which we hope the booktrade may not have overlooked in its holiday pressure. On November 26th was published in an article on "Who Sells Books?" an analysis made for the *Publishers' Weekly* by Holland Hudson of the figures of the Bureau of Census, studying the actual retail and wholesale conditions in certain typical cities of the United States. Those so far gathered have been Baltimore, Denver and Syracuse, and the figures will be of value to retailers in cities of similar character. There are figures of average sales per capita for books, stationery and magazines, average total sales per store, average number of employees, average salaries. The statistics will help judge what amount of business can be done in cities of this size and how much more might be done in cities which fall behind the distribution totals of the cities which have been studied.

On December 10th we published statistics just released by the Bureau of Foreign and Domestic Commerce on the export and import of books during the year 1926. Here can be studied the growth in the international flow of books, a \$2,500,000 increase in exports and a \$3,500,000 in-

crease in imports in three years. The figures show what an important part in our export business is our contact with Canada, the rapid increase in exports of books to Great Britain, the lamentably small exports to South America, etc. The figures are important to publishers, indicating where there are trends of business increase.

On December 24th was summarized the study of stationery store costs that was made by the Harvard Bureau of Business Research in cooperation with the National Association of Stationers, Office Outfitters and Manufacturers. So many bookstores have stationery departments and the figures of stationery stores are so often quoted to those in the book business that the work of this investigation has special value. The statistics show that the salary percentage is higher in the stationery business than the book business, that the total expense runs about the same, that the net profit as shown by 262 firms was 1.1% on the sales.

One bookseller who has examined the findings of this study of the finance of a stationery store has written us this interesting comment:

"The amazing thing about the report to me is that the net profit on the reporting dealers is only 1.1%, tho this is after deducting a charge of 2.2% for interest on the investment. Besides this, the stock turnover seems surprisingly low. I can't imagine why on the basis of these facts people should be attracted to the stationery business.

"I also note under operating expenses that the common rent percentage is 4. This is extremely low and I believe out of all proportion to most bookshop rates, altho some stores having a very large volume might find that their rate was 4%. I also note that there is no reserve for losses expense deducted altho there is a loss from bad debts account of three-tenths per cent. Also, there is no incoming shipping expense unless this has been deducted from the gross margin. The salary percentages seem to me higher than they should be in view of the fact that the dealer is making a net profit of only 1.1%. I am also surprised that the margin is only 33.4% as it was always my impression that there was a very substantial gross margin in stationery.

"I think that the report showing a cost of doing business of 32.3%, together with the other operation expense percentages available from other sources, ought to persuade the publishers that it is important that they set up a sufficiently wide margin to make it attractive for more people to enter the retail book business. I have scores of employment applications a year from people, most of whom eventually want to have their own bookshops but on the basis of gross margin and operating expenses it's pretty difficult for me to honestly advise them to enter the business, if they ask my advice. This situation is the more acute in view of the present price cutting tendencies which would seem to mean that the small retailer is going to continue to lose a good deal of his business to the price cutter, consequently increasing his percentages of operating expenses; the price cutter being able to do this because of his ability to make up on other merchandise."

### Distribution by Agencies

ONE of our anonymous correspondents who supplied us with comment on trade conditions says that price cutting must be needless, as witness the standard price of the Ford car. This suggestion if thought thru means that books should be sold by agencies and each publisher should handle his own line in various markets. No one can happily look forward to an answer such as that, as customers would do a good deal of walking in looking for a chance to buy the books of some sixty different publishers. Our correspondent might have also mentioned that there is no price-cutting in life insurance. Life insurance is so important to the country that the state itself took hold of the problem and made price-cutting impossible.

Book distribution is so important that it is worth the public's while to study carefully the value of a standardized price system for the whole country. This is being proposed thru a bill at Washington, and such a plan would give the country more and better books, just as similar public efforts have given more and better life insurance service.

### The English Prayer Book

CONTRARY to general expectation, the House of Commons rejected the proposed new English Prayer Book, by a vote of 247 to 205. On the day before the House of Lords had, by a vote of three to one, accepted the new book. The debate, the most important in Parliament upon a religious subject for three centuries, centered upon those revisions which seemed to the evangelical members of Commons to lean too heavily toward Rome, chiefly the part of the new Prayer Book which allows the priest, if he wishes to do so, to reserve the Sacrament for the sick. The Church of England has always stood for a policy of toleration, and has weathered shifting changes of feeling, as in turn the Anglo-Catholics and the ultra-Protestants dominated current thought. There has recently been a gradual growth of the fashionable Anglo-Catholicism of today. The vote of the National Church Assembly to accept the revised book, altho Anglo-Catholics thought the wording of the Communion Services should be more precise regarding the mystical changes and the evangelicals thought that there should be a more precise statement that there is no change at all, represented years of endeavor within the church to reconcile differences of opinion. The vote in the House of Commons to reject the book was largely that of members of churches other than the Church of England.

Of course there were many churchmen who promptly talked of the disestablishment of the Church, but there were probably many more who urged that some way can be found out of the difficulty, so that all the work that has gone into the revision will not be lost, and that church discipline be maintained. Some suggested that a modified bill be presented to Parliament, others that the spiritual authority of the book be accepted since it was accepted by the Lords.

In the meantime, tho 100,000 copies of the new book have been sold, the machinery that was to get the book before the public must be stopped. Tentative arrangements with three printing houses to take on additional staffs of workmen to rush millions of copies of the book into circulation had been made, but are now canceled.



## The Valuation of Plates and of Publishing Rights

**A**N article by James Duncan Phillips, treasurer of Houghton Mifflin Company, in the October issue of the *Harvard Business Review* can be read with a special interest to publishers at this time of year when the problem of financial statements becomes a common problem in every publishing office. There has never been any uniform practice among publishers on the highly technical and special question of the evaluation of plates and the rights to print. Mr. Phillips does a great service in going into this carefully and in describing in detail many different methods that have been adopted. From the maze of evidence, he puts down four definite deductions:

1. In copyrighted books of large sales, the plates or machinery of production are inseparable from the copyright or the right to publish.
2. In copyrighted books of small sales, the plates are the important item and without them the copyright is valueless.
3. When the books cease to sell, the only value connected with them is the metal value of the plates.
4. With the great mass of books, the real value from the point of view of the publishing house itself depends on the skill and ingenuity of the personnel in devising ways and means of selling them.

"It is futile," says Mr. Phillips, "to try to measure the value of plates and publishing rights separately or to value each title separately.

"Publishing is an extra hazardous business and is entitled to expect to earn 10%, at least, on its capital and surplus." "Suppose," he says, "the item of plates was increased or shrunk, as the case might be, so that the earnings should represent 10% on the combined item of capital or surplus. Would this not steady the business and give a real value to the plate item? As a matter of fact, this is, in effect, what is done by several of the old established houses who have had for years a substantial plate item on the balance sheet and have kept it pegged, charging all new plates

to expense as adequate depreciation on the original item."

The article is full of pertinent suggestions, and should be studied by authors as well as publishers. He points out that "copyright *per se* may or may not have any value. If the book does not sell, nobody cares whether you have the exclusive right to sell it or not. There are thousands of titles for the copyright of which no one would pay a cent. After a book has passed its first vogue, the owner of the plates can afford to go on printing when no one else could afford to begin anew and make a set of plates." One specific illustration of a plate account is given with an inventory as follows:

1. Books in copyright, or, in the case of collected works, more than 50% still protected, \$619,600.
2. Books more than 50% out, \$39,345.
3. Books the text of which was out or practically so, but which had notes, introductions, or editorial equipment fully protected, \$135,500.
4. Books entirely unprotected, \$124,255.

The difference in the handling of these different types of books is carefully analyzed. "It is a fair generalization to make," he says, "that biography, fiction, poetry, essays, and general publications of this sort attain their maximum in their first or second year, then sink rapidly to a low level, then recover slightly in their third or fourth year, and enter a gradual decline."

So little has been written on the technical side of publishing that this article makes an important addition to the available literature, and, coming from one who has studied the finances of a great house thru expansion, the war period and renewed expansion under the new conditions, this discussion by Mr. Phillips is particularly welcome.

### ANY PARTICULAR WEEK?

Orders Received Before Noon Shipped Some Day.—From a Chicago bookseller's catalog.



# The New Fair Trade Bill

**T**HE Kelly Bill to permit fair trade practices by price standardization has been introduced into Congress as H. R. 11 and is printed in full.

The doubt which had existed in the minds of some as to whether the bill as previously phrased would cover the book publishing field fully has been lifted by the introduction of definitions: "producers" specifically includes publishers and "commodities" includes any subject of commerce.

The language about clearance is also

simple, and a book can be marked down if the title is being discontinued, if it is damaged or there is a receiver's sale.

It has been made clear that the law is permissive of contracts and not mandatory. A publisher may or may not choose to sell on the basis of a contract for a maintained price or he may make such a contract for certain lines or he may elect to make the contract only on the outstanding items in which those who use books for bait are especially interested.

H. R. 11

IN THE HOUSE OF REPRESENTATIVES

DECEMBER 5, 1927

CONGRESSMAN KELLY of Pennsylvania introduced the following bill; which was referred to the Committee on Interstate and Foreign Commerce and ordered to be printed.

A Bill to protect trade-mark owners, distributors, and the public against injurious and uneconomic practices in the distribution of articles of standard quality under a distinguishing trade-mark, brand, or name.

*Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,* That no contract relating to the sale or resale of a commodity which bears (or the label or container of which bears) the trade-mark, brand, or name of the producer or owner of such commodity, and which is in fair and open competition with commodities of the same general class produced by others, shall be deemed to be unlawful, as against the public policy of the United States or in restraint of interstate or foreign commerce or in violation of any statute of the United States, by reason of any agreement contained in such contract—

(1) That the vendee will not resell such commodity except at the price stipulated by the vendor; and/or

(2) That the vendee will require any dealer to whom he may resell such commodity to agree that he will not in turn resell except at the price stipulated by such vendor or by such vendee.

SEC. 2. Any such agreement in a contract in respect of interstate or foreign commerce in any such commodity shall be deemed to contain the implied condition that such commodity may be resold without reference to such agreement—

(1) In closing out the owner's stock for the purpose of discontinuing dealing in such commodity;

(2) With prominent notice to the public that such commodity is damaged or deteriorated in quality, if such is the case; or

(3) By a receiver, trustee, or other officer acting under the orders of any court.

SEC. 3. Nothing contained in this Act shall be construed as legalizing any contract or agreement between producers or between wholesalers or between retailers as to sale or resale prices.

SEC. 4. No suit arising out of any such agreement shall be brought in any court of the United States in any other judicial district than that in which the defendant is an inhabitant, or in which he has a regular and established place of business. If such suit is brought in a district in which the defendant has a regular and established place of business, service of process, summons, or subpoena may be made by service upon the agent or agents engaged in conducting such business in the district in which suit is brought.

SEC. 5. As used in this Act—

(1) The term "producer" means grower, packer, maker, manufacturer, or publisher.

(2) The term "commodity" means any subject of commerce.

(3) The term "interstate or foreign commerce" means commerce between any State, Territory, or possession, or the District of Columbia, and any place outside thereof; or between points within the same State, Territory, or possession, or the District of Columbia, but thru any place outside thereof; or within any Territory or possession or the District of Columbia.

SEC. 6. If any provision of this Act is declared unconstitutional or the applicability thereof to any person or circumstance is held invalid, the validity of the remainder of the Act and the applicability of such provision to other persons or circumstances shall not be affected thereby.

SEC. 7. This Act may be cited as the "Fair Trade Act."

### Church Book Promotion

THE most interesting experiments with books for a church congregation have been made by the Rev. Edward Burns Martin of the Methodist Episcopal Church of Kenosha, Wis. He has in his church calendar found many opportunities to stimulate the reading interest of his parish. He has used books as themes for sermons and has tied books up in a general way with all his work. Further evidence of his experiments in this line is a Christmas book bulletin which went to all the congregation on December 10th, with the subtitle, "A Pastor's Reflections on Some Significant New Books." The cover illustration was supplied by the National Association of Book Publishers. The catalog was paid for by two local firms that believe in Mr. Martin's work. A 10-page list includes about 125 of the new books with personal annotations, the publisher's name and price. Books of travel, history, Americana, sermon stuff, themes philosophic and profound are among the classifications.

### The First Publishers' Advertisements

AS still further evidence that the book-trade has been and continues to be a pioneer in the field of advertising, Harper & Brothers have sent out as an interesting form of Christmas greeting to friends, a facsimile reproduction of the earliest known advertising in English periodicals, taken from the files of the British Museum. The first appeared in the *Weekly Newes* of February 1st, 1626, describing a printed discourse that was available concerning the engagement between Prince Charles of Wales and Lady Henrette Maria. The second example that has been found appeared in *Every Dayes Journal* of April 2, 1647, and the advertisement tells us that "A book *applauded by the Clergy of England* called 'The Divine Right of Church-Government,' corrected and augmented in many places is printed and published by Joseph Hunscoth and George Calvert and are to be sold at Stationers' Hall."

# "Atlantic" Scores Over "Post"

Carl H. Claudey

THE literary world is watching with intense interest the progress of the suit in equity of the *Atlantic Monthly* against the Post Publishing Company. It will be recalled that the *Post* in some manner secured information as to Governor Smith's statement regarding his position as a Catholic, and a civil officer, and published it before the *Atlantic Monthly* containing the signed article was out.

The *Atlantic* brought suit for infringement of copyright in the District Court for the District of Massachusetts.

The *Post*, or their lawyers, filed three motions, as follows:

(1) to dismiss because the suit was to recover a penalty, which could be done only by an action at law;

(2) to expunge the parts of the bill which set forth the knowledge by the respondent of the complainant's rights; and

(3) to require the complainant to choose between the proof of actual damages and an allowance by the Court.

Judge Lowell has just issued his memorandum of opinion, denying two of the motions and dismissing the third without prejudice as premature. His opinion states that title 17 of the United States Code, under which this suit is brought, comprises the Copyright Act of 1909 as amended in 1912. Section 29b of that title, so far as it relates to the case at bar, provides two ways of arriving at the amount of damages in a suit for infringement of literary copyright; first, by proof of actual damages and profits and, second, by an allowance by the Court of one dollar for every infringement copy, but not less than two hundred and fifty dollars, nor more than five thousand dollars, except in case of "infringements occurring after the actual notice to a defendant, either by service of process in a suit or other written notice served on him."

It is specifically provided that damages so allowed shall not be considered as a

penalty. The provisions as to the limits of the recovery and as to the effect of notice do not apply to the proof of actual damages.

It may be remarked in passing that the words "other written notice served upon him," have not yet been construed in any opinion to which I have been referred, and that their true construction is not free from doubt.

*The first motion is denied.* The statute specifically provides that damages allowed by the Court "shall not be regarded as a penalty." *Westerman Co. v. Dispatch Printing Co.*, 249 U.S. 100; *Turner & Dahnken v. Crowley*, 252 F. 749.

This provision is new in the present case of *Guillot v. Bancroft*, 17 F (2d) statute, and renders obsolete the decisions under other copyright laws. The 207, cited by a respondent, overlooks this fact.

The defendant also contends that the provisions of the statute as to the procuring of copyright were not complied with. The article was first published and then two copies were filed at Washington as required by the statute. The defendant's argument that the only way of completing the copyright was by depositing in Washington the magazine itself is not supported by the terms of the statute.

Section 12 provides that two copies shall be deposited "or if such work be a contribution to a periodical, for which contribution special registration is requested, one copy of the issue or issues containing such contributions."

*The second motion is denied.* Knowledge by the defendant of the complainant's rights is an important element in the assessment of damages by the Court in the case of actual notice to the defendant.

*The third motion is premature.* The respondent is not prejudiced by this ruling, as the determination of the amount of damages depends on the same facts, whichever method of ascertaining them be adopted. The "in lieu" provisions were put in



to assist a complainant who failed to prove the amount of actual damage and profit, and therefore do not function until the attempt to prove damages has been unsuccessful, which will not occur until the end of the trial.

Readers unfamiliar with the law and its administration must not construe these

rulings as victory for the *Atlantic Monthly*; they are merely points in its favor. No one can foretell from the denial of motions to dismiss, that the result will necessarily be in favor of the *Atlantic*, for lawyers for a defendant always prefer to have a suit dismissed to fighting it, for "you never can tell what a court will do!"

## Cooperative Advertising

A MOST unusual example of bookstore cooperative advertising was engineered by Franklin Spier in New York when he brought together eight stores in different parts of the city and planned for them a double column illustrated advertisement in the *New York World* which contained a map visualizing the locations of these different shops along the streets of Manhattan. The advertisement began in smashing type proclaiming that "Books Are Ideal Gifts—'Make This a Book Christmas.'" Then came a hand-lettered escutcheon declaring that this was a "Book Buyer's Map of New York." Running along the hand-drawn map were descriptions and addresses in little squares of eight shops from Jascha Giller's Quality Book Shop at 112 East 59th Street and the Osborne Bookshop, 209 West 57th Street, down to McDevitt-Wilson's at 30 Church Street and Abraham & Straus across the river in Brooklyn. The big advertisement was carried in three issues, in December 14th, 17th and 21st and cost each shop \$100 for its share.

Another example of cooperative work comes from England, where the Associated Booksellers of Great Britain and Ireland are carrying a little business card, as reproduced herewith, reminding the public that, if they think of books, they should think of bookstores. The secretary of the organization describes the purpose of this advertising as follows:

"There are several reasons why such a composite advertisement should appear, altho it might seem obvious that the public must buy its books from a bookseller of some kind. The first reason is that it ad-

vertises the trade of bookselling. When such an advertisement appears it shows that the Association is thinking collectively, that its leaders are working together to increase the sale of books. Individual firms may try to do more business, but even more than this it is important that the trade should make the public visualize the bookshop more. The public are told to go to the bookshop more frequently. They are made to carry a bookshop in their minds; and when the thought of a book occurs, they are to associate it with a bookshop. Of course this is nothing more than ordinary publicity; the idea is not new, and many individual firms are advertising in



*Business card of the Associated Booksellers of Great Britain and Ireland*

*Your local  
bookseller  
can supply  
ANY BOOK  
you want*

their own way at the present time. Such firms get an increase of business as a result of their enterprise. If individual advertising brings business, it is equally certain that collective advertising will also encourage the idea of buying books. This leads to the second reason. An effort must be made to stimulate the trade of bookselling. On all sides inroads are being made which

seriously interfere with the older type of business. Sections of the trade are being taken away, and bookselling will become even more lean than it is at present unless new ground is beaten up. We must get 'across to the public.' We must make them buy more books. We must use our wits to do this.

"If the orders received are to be smaller, they must be more numerous. The class of goods we sell must be more profitable. The sales must be quicker and, what is of even greater importance, booksellers should be federated together for the purpose of a 'campaign.'

"Now is the time to develop such a scheme. The aftermath of the war is settling down, and the booktrade, like every other, is in a transition state. Old customs and methods are passing away and new ones are taking their places. Changes are occurring all round us, and the time is ripe to advance a new scheme.

"A few individuals are financing the present experiment, and it is clear from the advertisement that they can receive no personal benefit.

"The question we are asking remains: 'What do you think of the scheme, and are you willing to support it?'"

Part of  
the  
advertising  
map  
planned  
by  
Franklin  
Spier  
which  
appeared  
in  
The  
New  
York  
World





## Authors' Rights in Films

**T**HE processes by which books are selected or rejected for moving picture use has been subject to much criticism on the part of authors. They have claimed that the rejection of a book or story did not leave them free to bring forward a remolding of some of the same material for picturization; that producers bought book rights and used little but the titles; that rejections by one producer was used by others to lower purchase prices.

After conferences between The Authors' League and The Motion Picture Producer and Distributors of America this formula has been adopted for such transactions:

(1) As is now the case, a company member will notify the office of Motion Picture Producers if offered the screen rights to a book or play that the member believes to be unsuitable for the screen.

(2) That Association, as at present, with the assistance of other members of the Association and other authorities shall investigate the story which has been deemed by such members unsuitable for the screen. In addition, the Association shall hereafter notify the author of the story who may present to the Association his reasons why the story shall not be rejected.

(3) If it is decided that the story is suitable for the screen, the author and the company or companies that suggested its rejection shall be so notified.

(4) If it is decided that the story is unsuitable for the screen, the author and all the member companies of the Association shall be notified.

(5) After a story has been rejected the author may prepare a new story, with the unsuitable material removed and with a new title (written notice of which shall be given to the Association by the author) and which title does not in any way suggest the old title, but using such dramatic incidents and interest as may be used and making certain the elimination of the unsuitable material. Then the author may submit such new story to producing companies for picturization, as in the original instance, with the distinct understanding that it shall not be publicized nor advertised in any way that will connect the new story with the old and that it shall not be presented in

any way that would mislead theatregoers.

The Motion Picture Producers and Distributors of America, Inc., reiterates its purpose as indicated in its resolution passed on June 24, 1924:

"to avoid the picturization of books and plays which can be produced only after such changes as would leave the producer subject to a charge of deception, to avoid using titles which are indicative of a kind of picture which could not be produced, or by their suggestiveness seek to obtain attendance by deception, and to prevent misleading, salacious or dishonest advertising."

The formula of the Motion Picture Producers and Distributors of America, Inc., for rejecting salacious books and plays now is as follows:

"When any company member of the Motion Picture Producers and Distributors of America, Inc., is offered the screen rights to a book or play of a questionable nature its representatives immediately inform the offices of that Association; and if the judgment of the member company to the effect that the picturization of the subject is inadvisable is confirmed, a notice is sent to all the other member companies giving the name of the objectionable book or play; and such company members thus having their attention directed to the subject in question have the opportunity of avoiding the picturization of the novel or play."

## New York Pressmen Win Increase

**T**HE Board of Arbitration in the case of the Printers' League Section, New York Employing Printers' Association, Inc., vs. New York Printing Pressmen's Union No. 51, I. P. P. and A. U., has rendered the following decision:

1. The basic rates shall be increased by \$1.00, thus becoming \$56.00 for Cylinder Pressmen and \$47.00 for Job Pressmen.

2. The wage contract thus completed shall take effect the first fiscal week in January, 1928, and shall be in force until September 1, 1929.

Negotiations for a 40-hour week are still in process with Typographical Union No. 6 and it is hoped that a settlement will be reached by the time this appears in print.



## November Best Sellers

"JALNA" and "Kitty," for the second month in succession, lead the list of best selling fiction, according to the list compiled by *Books of the Month*. In third place is "Death Comes for the Archbishop," which has gone up one point since October. This increase in popularity has come particularly from the middle west. Fourth comes "Dusty Answer," which has ascended from sixth place in the preceding month. At five and six are two titles that appear for the first time. "Red Sky at Morning" is the first novel that Margaret Kennedy has written since the success of "The Constant Nymph." It is a novel of bohemian London that is genuinely pleasing, and which has some interesting and appealing characters. With the usual luck of a novel that follows a great success, it is probable that it will never attain the place of its predecessor. "Adam and Eve," John Erskine's version of the original triangle is six. Seven is "The Grandmothers," which only received two votes from eastern stores, but was placed high by stores in other sections of the country. At eight is another new title, "Forlorn River," a "western," which seems to be carrying on with the usual Zane Grey success. It is followed by "The Aristocratic Miss Brewster," strongly supported by the east and middle west, but only receiving one vote each from the south and far west. Other titles that came to the front during November are "The Quest of Youth" by Jeffery Farnol, "Rebellion" by Mateel Howe Farnum, and "Conflict" by Olive Higgins Prouty.

This is the second month also for a new non-fiction leader, "Trader Horn." "Mother India" has jumped from fourth place the preceding month to second in November. At five is a new title, "Bismarck" a biography by Emil Ludwig, whose "Napoleon" holds the place immediately above it. "The Story of Philosophy" is again six. "Our Times, v. 2, America Finding Herself" by Mark Sullivan, whose previous volume was a consistent best seller, is seven. The last two

titles on the list are also new ones, "Now We Are Six," in which A. A. Milne celebrates the sixth year of Christopher Robin, of "When We Were Very Young" fame, is nine. New York and New Jersey voted for this book of verse solidly, but it had not yet reached the best seller class in towns far from the publishing centers, when the reports from the stores were received. While "The President's Daughter" by Nan Britton, which is tenth, received a comparatively small number of votes, most of the stores voting for it placed it first on their lists, thus bringing up its score.

### FICTION

De La Roche. "Jalna." *Little Brown*. \$2.  
 Deeping. "Kitty." *Knopf*. \$2.50.  
 Cather. "Death Comes for the Archbishop." *Knopf*. \$2.50.  
 Lehmann. "Dusty Answer." *Holt*. \$2.50.  
 Kennedy. "Red Sky at Morning." *Doubleday*. \$2.50.  
 Erskine. "Adam and Eve." *Bobbs-Merrill*. \$2.50.  
 Wescott. "The Grandmothers." *Harper*. \$2.50.  
 Grey. "Forlorn River." *Harper*. \$2.  
 Lincoln. "The Aristocratic Miss Brewster." *Appleton*. \$2.  
 Bromfield. "A Good Woman." *Stokes*. \$2.50.

### NON-FICTION

Lewis. "Trader Horn." *Simon & Schuster*. \$4.  
 Mayo. "Mother India." *Harcourt*. \$3.75.  
 Lindbergh. "We." *Putnam*. \$2.50.  
 Ludwig. "Napoleon." *Boni & Liveright*. \$3.00.  
 Ludwig. "Bismarck." *Little, Brown*. \$5.  
 Durant. "The Story of Philosophy." *Simon & Schuster*. \$5.  
 Sullivan. "Our Times, v. 2." *Scribner*. \$5.  
 Barton. "What Can a Man Believe?" *Bobbs-Merrill*. \$2.50.  
 Milne. "Now We Are Six." *Dutton*. \$2.00.  
 Britton. "The President's Daughter." *Elizabeth Ann Guild*. \$5.

## "Scribner's Magazine" in a New Dress

**SCRIBNER'S MAGAZINE** went on sale on December 28th with an entirely new cover and general change of make-up. A new type face, Granjon, is used for the first time in an American periodical publication. This type was designed by George W. Jones of London from an early French model of Jean Pouppe, the original face having been designed by Claude Garamond. The cover design is by Gordon Aymar, with decorations by Rockwell Kent. The color of the cover will remain the same, this dating back to the first number of January, 1887, when the cover was planned by Stanford White.

## English Book Models In One Volume

A VERY interesting opportunity to study the problems of page make-up as worked out by the best English printers is provided in a quarto volume just issued by the Lanston Monotype Corporation of London, entitled "Pages From Books," edited by Gerard T. Meynell. 92 different pages are shown from a 16mo set in 10-point Baskerville by R. & R. Clarke for a Nonesuch Press Mother Goose to a page from *The Fleuron* using Monotype Polyphilus in three sizes. Methods of page numbering, experiments in close and wide lead, page width, the use of flowers, etc., are all found illustrated in these very carefully printed pages. One can see what a large proportion of book pages use capitals in the running heads, yet there is no style of type not tried—Roman, upper and lower, italic caps, small caps, and even Roman italics combined. The book is also a beautiful example of buckram cloth binding.

In making the selection, the choice was left to the publishers, who were asked to send what they considered the best produced books they had issued in recent years. The publishers announce that this may be the beginning of a series of books of similar nature, and it will thus develop into an important reference collection.

## Lowell Thomas Itinerary

January	3	Wakefield, Mass.
	4	Lowell, Mass.
	5	Boston, Mass.
	22	Coatesville, Pa.
	23	Philadelphia
	24	Haddonfield, N. J.
February	27	Montclair, N. J.
	30	Indiana, Pa.
	3	Fairmont, W. Va.
	4	Springfield, Ohio
	6	Hiram, Ohio
	7	Delaware, Ohio
	8	Findlay, Ohio
	9	Dayton, Ohio
	10	Columbus, Ohio
	13	Toledo, Ohio
	14	Cleveland, Ohio
	16	New York City (Town Hall)
	16	New York (Columbia Univ. Bus. School)
	17	Morristown, N. J.
	20	Ossining, N. Y.
	21	Arlington, Mass.
	23	Bridgeport, Conn.
	24	Providence, R. I.
	25	Troy, N. Y.
	27	Streator, Ill.
	28	Chicago, Ill.
	29	Grand Rapids, Michigan
March	1	Batavia, N. Y.
	2	Albany, N. Y.
	3	Buffalo, N. Y.
	5	Elmira, N. Y.
	6	Manchester, N. H.
	7	Portland, Maine.
	8	Boston, Mass.
	9	Rutland, Vt.
	10	Troy, N. Y.
	11	Brooklyn, N. Y.
	12	Richmond, Va.
	13	Winston Salem, N. C.
	14	Hartsville, S. C.
	16	Sarasota, Fla.
	17	Tampa, Fla.
	18	Cooperstown, N. Y.
	19	Greenville, Miss.
	20	Memphis, Tenn.
	21	Memphis, Tenn.
	22	Blue Mountain, Miss.
	24	Athens, Ga.
	29	Frederickton, N. B.
	30	Sackville, N. B.

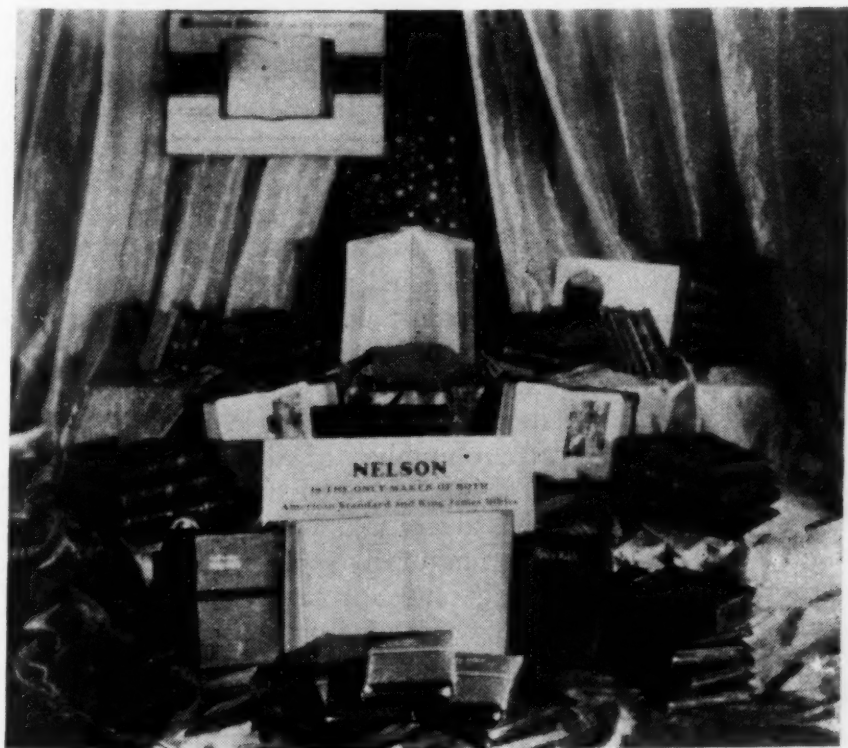
# An Expert Plans Displays

*And a Publisher Makes Them Available For the Booktrade*

IT is the frequent complaint of the bookseller that he would like to vary his displays if only he could think of some way in which to do it. The same mind planning them week after week is naturally bound to produce somewhat the same effect. Thomas Nelson & Sons, in assuring artistic displays thruout the country for their books have also aided the bookseller in working out his problem of varying arrangements. They engaged H. I. Williams, a well-known photographer and expert arranger of the Good Housekeeping Institute, to photograph displays of Nelson books, two displays of Nelson Bibles and one of Nelson Sangorski bindings. These photographs were sent thruout the country for booksellers to follow in arranging windows and tables. We reproduce on this page one of the Bible and one of the Sangorski binding displays which show how successfully the scheme worked out. It is a method of insuring artistic and effective displays that other publishers might do well to follow.



*Display of the Nelson Sangorski bindings arranged by H. I. Williams*



*Mr. Williams' arrangement for a window display of Nelson Bibles. Photographs of this display have been sent to bookstores to be followed when arranging windows*



# France Proposes State Royalties

*Uncopyrighted Books Would Pay Six Per Cent to Government*

THE French Minister of Public Instruction and Fine Arts has, in the name of the government, brought a bill before the Chamber of Deputies "having as object the formation of a National Bureau of Letters, Arts, and Sciences, and the establishment, for the use of this Bureau, of duties on the exploitation of literary and artistic works that have come into the public domain." This is called the Herriot bill. It is proposed that the administrative body of the Bureau be composed of certain government officials and representatives from professional groups of writers, scholars, artists, etc. Its function will be to encourage the creative arts by all means possible: financial aid, when it judges this necessary, such as subsidized theaters and public educational institutions, prizes, purchases of works of art, aid in publishing or republishing works of artistic, literary and scientific interest, etc.; and protection in the matter of copyright. This Bureau is in line with the present tendency in France to multiply national offices, and simply carries over into the intellectual field the movement which is modifying public services and revolutionizing the former conception of the state.

The second part of this bill, which concerns the levying of a tax on the exploitation of literary and artistic works which have come into the public domain, is of more interest to us in America. The idea, which is a novel one to many of us here, is not, however, a new one in France. For years, in fact ever since 1825 when Louis 18th appointed a commission to consider in what ways legislation having to do with literary property might be improved, Frenchmen have been attracted by the thought that there ought to be some sort of tax on the production of literary and artistic works on which the copyright has expired. Many different schemes have been suggested, but apparently none of them have solved the many difficulties of the problem in a practicable way. The early

ones all envisaged a sort of a royalty to be paid to the heirs or designated inheritors of the defunct authors and artists, but found it difficult to specify just how, after fifty years, these could always be determined. The present bill meets this difficulty by having the tax paid to the Bureau which will use this money, in collaboration with the various societies represented in it, for the benefit of present-day authors and artists. This is the new note struck in the Herriot bill. The other provisions of the bill, in the articles that have to do with the taxing of the production of literary and artistic works that have come into the public domain, are similar to those suggested at various times and by various men during the last hundred years.

This in brief is the plan. At the end of fifty years after the death of an author, any publisher or producer will be free to use his works on condition of paying a tax of 6% on the total production cost. This rate is decreased to 3% at the end of the second fifty years. If the exploitation of these works is of the nature of magazine or newspaper or other periodical publication, the tax will be calculated on the basis of half the rate usually paid to living authors for similar publication. This also is reduced by one-half at the end of fifty years. There are certain exceptions to all this: works published before the promulgation of the law of July 19-24, 1793, works used for public educational purposes, and works destined for export outside France. Most of the literary and artistic societies have given their support to this plan. Some newspaper articles are favorable to it, some opposed. A certain number of writers see in it a threat of interference from politics and government in art and literature. The bookstores are naturally against any supplementary charge and any tax on printed matter. The Syndicate of Publishers has published its criticisms in the *Bibliographie de France*, issue of July 15, 1927. They are very exact and competent. On the whole, the

same objections as have been advanced against all the former projects of this kind, can be and will be made to this bill. The one difference is the allotment of the taxes to an association and allied associations; the sacrifice, or the confiscation, of the rights of the heirs; it is the writer or artist working not for his own but for the state, and for those who, engaging in intellectual pursuits after him, will benefit from the National Bureau of Letters, Arts, and Sciences.

### A Bookcraft Guild

**I**N England there are many signs of cooperative effort to encourage the use of books. Not only is there a Society of Bookmen, which includes authors, editors, publishers and bookmen from various fields, but there is the National Book Council, which has had an aggressive interest in studying book distribution methods and encouraging Book Week. And now there has started the Bookcraft Guild, which will have a series of monthly meetings with something in the nature of open debates between members. Membership is open to anyone who has served five years in either the publishing or bookselling business.

The American booktrade has like contacts between the two groups in the Booksellers' Leagues of New York, Philadelphia and Chicago, and there are many publishers who are members of the Booksellers' Association. In this country, however, we have not moved as far as England in the past few years toward cooperative contacts between the various book-producing and book-using groups. The country is larger and more difficult to organize, but the point is important.

### Scotland Yard Prize Contest Is Announced

**D**OUBLEDAY, DORAN & CO. announce a new prize contest in the field of detective and mystery stories to be known as the Scotland Yard Prize. This is a prize of \$2500 over and above all book royalties.

The contest is open to all writers, professional and amateur, of whatever nation-

ality, altho manuscripts must be submitted in English.

The length of the manuscript must be from 75,000 to 100,000 words, and they must be specifically addressed for the Scotland Yard Prize Contest. Their receipt will be acknowledged, but no decision will be rendered until after the close of the contest, July 1, 1928.

The decision will be rendered as promptly thereafter as possible, altho this must necessarily take some little time.

The publishers reserve the right to withdraw the prize and cancel the contest if no manuscripts worthy of the prize are received and authors should bear in mind that while a manuscript may not receive the prize it may be deemed worthy of publication outside of the prize contest and the publishers may make such an offer for it.

Serial rights and motion picture rights remain in the author's hands altho the publisher expressly specifies that the publication date of the Scotland Yard prize novel will be before November 1, 1928.

### Uncorrected Galley

**W**HEN Gene Tunney was introduced to the audience at the benefit entertainment of the Authors' League Fund by George Creel, he expressed his delight at seeing so many real authors and said he wished that some day he might write a book himself, but added that "the American public has been so much surprised to have a heavyweight champion who can read—what would they think if they had one who could write?"

"This movement for increased reading is spreading into many new areas," said George Creel at the Authors' League entertainment the other night. "Mrs. A. recently found Mrs. B. busily reading and the following conversation ensued:

"Mrs. A.: And what is that book you are reading?"

'Mrs. B.: Oh, it's a most exciting new volume I hear people talking about called "The Life of Napoleon" by Ludwig.'

'Mrs. A.: Oh, yes, I have read that—it's thrilling. Have you gotten as far as where Josephine divorces him?'

'Mrs. B.: Oh, no, *don't* tell me, *don't* tell me! '"

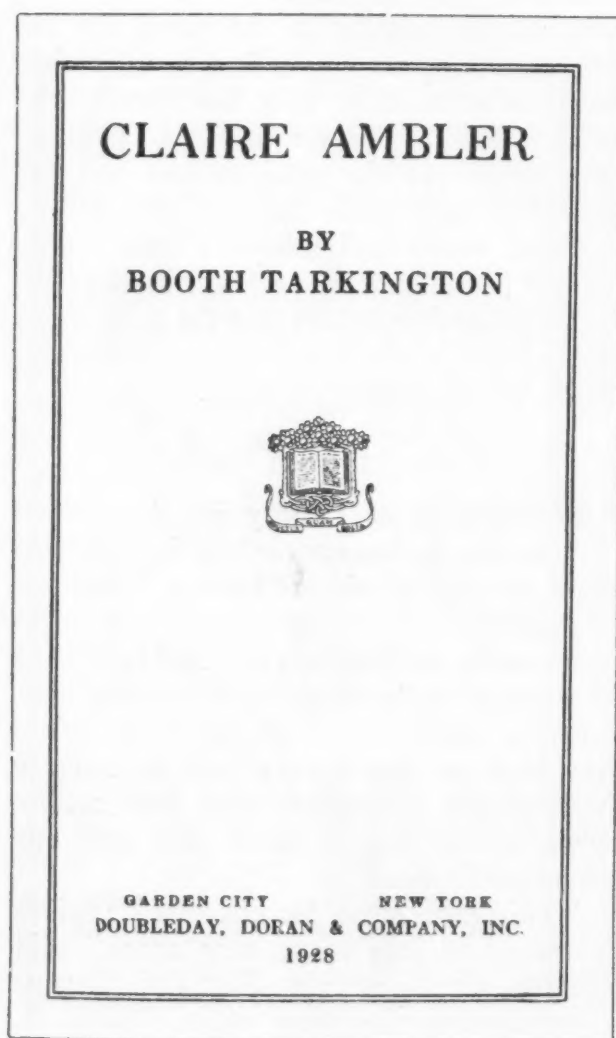
## In the Bookmarket

**B**EGINNING January 1st, the new imprint of *Doubleday, Doran & Company, Inc.*, appears on the stationery, advertising and title-pages of the big amalgamation. The first book to bear the imprint will be "Claire Ambler" by Booth Tarkington. Thus the firm is assured that its first product will have

day, *Doran & Company, Inc.*, by the union of *Doubleday, Page & Company* and *George H. Doran Company* this first volume over the new imprint has been autographed by the author and the publishers." Below are the signatures of F. N. Doubleday, George H. Doran and Booth Tarkington. ❀ ❀ ❀

The public is a strange and unreliable quantity. It may like a book at once, it may not like it at all, or it may gradually attain to a liking for it. There was "Beau Geste," *Stokes*, for instance, which started slowly with small sales. The demand, however, mounted until it became the best of best sellers. Only recently the readers of *Photoplay Magazine* selected the screen version of the book as the best motion picture released during 1926. The book that reminds us of this slow-but-sure popularity is Honoré Willsie Morrow's "Forever Free," *Morrow*. Published last February, it kept an even level of sales until it met the severe competition of the flood of autumn novels. Then, instead of falling behind, it surprised booksellers by an extraordinary increase in sales, until in the first week of the twelfth month of its life scattered orders mounted up to 1500 copies. Authors whose books don't seem to be selling should wait at least five years before losing hope. ❀ ❀ ❀

What's news? Freud's opinions in his latest book, just published in Vienna. The *New York Times* gave a full column to a wireless dispatch from Austria this week, most of it criticism and expressed disappointment of hundreds of Freudian disciples. This new book, "Der Zukunft Einer Illusion" ("The Future of an Illusion"), is a volume of little more than 100 pages. While it was hoped that it might be another textbook on psychoanalysis following Freud's earlier books and recording the progress of his work in the last few years, the volume actually refers only indirectly to psychoanalysis and adds nothing to the knowledge the world has of it. So far as we have been able to discover no American publisher has contracted for its



*Title page of "Claire Ambler," Doubleday, Doran's first publication under the new imprint*

countrywide distribution and the greatest popular reading. To mark this event, the firm prepared a limited edition of the book, which has two special features, a binding in cream parchment with yellow decorations and a special fly-leaf which reads, "To commemorate the founding of *Double-*



publication over here and considering the relative unimportance of Freud's present writings it is quite possible that it will not be issued in this country. ❀ ❀ ❀

On January 2nd Heywood Broun will return to the New York *World* to continue his "It Seems to Me" column after a four months' "strike." Mr. Broun's column, which appears daily, had come to be one of the important features of the paper. In it he discusses anything and everything, which very often, in his case, means books. His reviews of his own books were among his most amusing pieces. Four months ago the *World* and Mr. Broun did not agree about a discussion of the Sacco and Vanzetti case which he wished to print in his column and in view of their refusal to print it Mr. Broun went on strike. Since then he has been writing a weekly page in the *Nation* and free-lancing for other magazines. But the *World's* need of Mr. Broun, and Mr. Broun's need of the *World*, added to the fact that he missed newspaper work, have brought him back again and on January 2 "It Seems to Me" will again begin its daily appearance. ❀ ❀ ❀

Two very popular Americans will make new appearances in January. Lindbergh's "We," Putnam, will be released for the newspapers for the first time where it will appear in 31 daily instalments. Since Lindbergh has admitted he did not write the stories which were published in the newspapers under his name at the time of his flight, this will be the first newspaper account of his feat written by himself. His fellow American, who again appears the same month, is Edgar Guest whose "You Can't Live Your Own Life" will be published by Reilly & Lee. This will be Mr. Guest's fourth book of prose and will be uniform with his others. ❀ ❀ ❀

We didn't mean to imply that Macy-Masius had exclusive rights to flyers about books for the bookstores. The custom has been pretty general, but we were glad to have Gertrude Linnell remind us that Payson & Clarke started a similar system last spring. Loose-leaf binders are sent out to be kept on hand. As each book is published a blurb about it written from the point of view of the salesperson who has read the book is sent which fits into the binder. The first blurb is followed by a

second sheet, to be inserted behind the first, containing excerpts from reviews of the books, the whole making a complete reference in convenient form for that house's books. Incidentally, Payson & Clarke would be glad to supply the service to any of their accounts who wish it. ❀ ❀ ❀

A pleasant way to spend your fifteen minutes a day would be on H. L. Mencken's brief bookiet about James Branch Cabell recently issued by McBride. There is some discussion of Cabell's individual works, especially a defense of "Jurgen" from the popular conclusion that it is an extremely naughty book to be read only on Sunday afternoons, with the children asleep and the blinds down, but the most interesting paragraphs are those which interpret

## Put books in your 1928 budget

No other expenditure will  
give you such enduring satisfaction  
throughout the year



*The National Association of Book Publishers' new slogan which is being prominently displayed by bookstores and book organizations*

Cabell's point of view and analyse his style. ❀ ❀ ❀ Cedric Ellsworth Smith, business manager of Edward Valentine Mitchell's *Book Notes*, is editing a one volume edition of the famous magazine of the "nineties," *The Yellow Book*. Mr. Mitchell will publish it in March.

### Biography of an Old Bookseller

**"TIMOTHY NICHOLSON MASTER QUAKER"** is the title of a biography written by Walter C. Woodward and published by the Nicholson Press at Richmond, Ind. Timothy Nicholson at the time of his death a few years ago was the oldest active bookseller in America and had been one of the pioneer workers in early attempts to organize the American booktrade. In May, 1924, the American Booksellers' Association, then in convention, sent its greetings to Mr. Nicholson as one of the three surviving members who had been present fifty years before at Put-In Bay, Ohio, at the first national convention of the American Booksellers' Association, which was then known as the "American Booktrade Union." Nicholson was one of the great American leaders in the Friends Society, and it is from this point of view that the biography has been written.

### Newark Aids Education

**N**OT lack of ability, but lack of opportunity or desire to learn, now appears to be the reasonable explanation why adults so seldom learn a new language or a new trade. Both opportunity and desire have greatly increased everywhere in this country in recent years. Which one causes the other, if they are cause and effect, cannot be decided, so closely have they moved together along a rising plane. Correspondence schools are a part of the general development. Perhaps they have somewhat stimulated the yearning for higher education; certainly they have taken advantage of it. The Public Library of Newark reports that about ten thousand young people in that city, mostly men between 20 and 32 years of age, pay yearly more than \$200,000 to correspondence schools. These young men have had little formal education and are mostly working at trades not requiring great skill. They are keenly aware of the handicap of ignorance, and enthusiasm and the simplicity of the first lessons carry them on until the fourth or fifth, which are apparently made very difficult for the purpose of discouraging the purchaser of the course. He has paid in ad-

vance for ten or twenty lessons, but seldom takes more than three. Newark investigators say that "less than 10 per cent. complete the courses for which they pay."

The Newark Library is bent on giving these would-be learners help. It cannot take the place of an honest correspondence school, with its special textbooks, lessons in series and checking up of students' papers. But it is making out lists of books suitable for students of technical subjects, and the advisers are prepared to give personal advice to student-workers who want to "learn to do better work and to get better pay." Last year a million books, not novels, were loaned to Newarkers.

### The Publisher's Jabberwock

By Michael Gross

'**T**WAS schuster, and the little brown  
Did holt and boni in the burt;  
All lothrop was the minton balch,  
To do the lad some hurt.

Beware the harcourt brace, my son,  
The knopf that bites; the reilly lee;  
The houghton mifflin also shun  
And macaulay company.

He took his morrow sword in hand  
Long time the harcourt brace he sought;  
So rested he by the crowell tree,  
And stood awhile in thought.

And as in sully thought he stood,  
The doubleday, with eyes of flame,  
Barse hopkined through the longmans  
green—  
And dunlapped as it came.

Dod mead! dodd mead! and from his steed  
His dutton sword went lippincott;  
He left it dead, and with its head  
He dorranced gayly off the lot.

And hast thou slain the doubleday? ?  
Come to my arms, my viking boy;  
"I spoiled his plan to join doran"  
He scribnered in his joy.

'Twas schuster, and the little brown  
Did holt and boni in the burt;  
All lothrop was the minton balch,  
To do the lad some hurt.



# English Booktrade News

*From Our London Correspondent*

A GOOD deal of consideration is being given to the improvement of the bookshop. Everybody has an idea, but when the critics are asked for concrete suggestions, they are not always forthcoming. The fact is the bookshop is a very good organization, when you take into consideration all the perplexities and difficulties. We often wonder if the careless critic of the bookseller has the slightest conception of the thousand and one demands made daily upon the time and mind of the bookseller. Most of the criticism launched at him is destructive and not constructive. Of course he makes mistakes. Who doesn't? It is astonishing that he does not make more. No. The bookseller is doing a good job, and we think, doing it well.

## Atlantic Monthly

Jonathan Cape is now publishing the *Atlantic Monthly* in the British market.

## The Public and Their Book Purchases

The other day, one of the popular daily papers made the following comment:

"How many people regularly spend any part of their earnings in buying books? Not cheap novels, but lasting works of literature. Some at least of the world's great books should be on every one's shelf. A few shillings put aside each week will provide the nucleus of a library in a year. In a few years the collector, for an expenditure that he will never miss, will find himself permanently enriched in his mind, and surrounded by friends who will never play him false or deny him comfort."

I like the suggestion that a few shillings should be put on one side each week for the purchase of books. We ought to encourage this.

## A Famous Bookshop

Probably not many people realize that Messrs. Hatchards in Piccadilly has been in existence since 1797. John Hatchard, who was born in 1768, was apprenticed in

1782 to Mr. Ginger, who was a bookseller in Westminster. Next, Hatchard migrated to another bookshop. Then some years later, he started his own place at 173 Piccadilly. He wrote to someone at that time "I had of my own a property less than £5, but God blessed my industry, and good men encouraged it." Apparently, since that date there have only been two removals. One in 1801 to 190 Piccadilly and then later to 187 where the business now is.

## Book Thieves

Booksellers are reporting great activity of the book thief these days. "One thief was quite laughably daring. He took a fancy to Burton's 'Arabian Nights,' of which there is a new edition in four volumes. One Saturday he walked off with volume one! It was reported to us, but we could do nothing. On the next Saturday he took volume two. That tried our patience, tho we had the sense to laugh. So we kept a watch on the next Saturday, but the 'Saturday thief' was too smart for us, and walked off with volume three. It seems almost a pity to narrate that we caught him on volume four. He was charged for theft, and it turned out that he had sold this £10 lot for 12s. 6d.!"

## Publishers' Circular

The new editor is E. Walton Marston. He is the eldest son of the late editor. Mr. Marston is showing great energy and enterprise in his direction of the representative organ of the booktrade. We are very interested in learning that *The Publishers' Circular* is to be the trade paper thru which the National Book Council will make its announcements to publishers, booksellers, and the trade in general.

## Booksellers to the King

Maggs Brothers of Conduit Street, who are already by appointment booksellers to the King of Spain and King Manuel of Portugal, have been appointed booksellers to H. M. King George.



## Protection in Scientific Achievement

**D**ELEGATES of ten nations including the United States have gathered in Paris to consider whether scientific achievements are to receive the same legal protection as works of literature, art and music. Forty experts under the auspices of the International Institute for Intellectual Cooperation of the League of Nations have been discussing the matter and will make recommendations. The United States and Great Britain both have legislation guaranteeing the rights under all categories of the descendants of inventors and authors. In the Continental countries the issue is more important. The United States is represented by Benjamin H. Conner, president of the American Chamber of Commerce in France.

### Frederic Warde Here

**F**REDERIC WARDE, American typographer who has for the past four years been studying and working in the various printing centers of Europe, has returned to America for a short stay and is occupied at the Wm. C. Rudge Press with several pieces of book design. Mr. Warde studied typography with Mr. Rudge some years ago when Bruce Rogers was first doing his work at that Press, and later he became director of production at the Princeton University Press, where the output gained distinction from his taste and imagination.

In deciding to broaden his experience by first-hand knowledge of the work of typographical centers of Europe, he did an unusual thing, and from time to time specimens of printing done by him at famous shops in Italy, Germany, France and England have come back to this country. In the meantime, he has been the author of "Bruce Rogers, Designer of Books," published by the Harvard University Press, a book that is quoted in all the sales of Rogers items. This article on Rogers was originally contributed to *The Fleuron*.

Mrs. Warde, like her husband, is an outstanding figure in the field of typography and was connected with the Typographic Museum of the American Type

Founders Company at Jersey City for some time. She has contributed an important historical article on Garamond in Volume 5 of the *Fleurion* under the pen name of Paul Beaujon and is a regular staff contributor to the London *Times* Book Review. She wrote one of the articles for the *Times* printing supplement this fall. Mrs. Warde is still in London, and Mr. Warde will return next May.

## Communications

### A CARTOGRAPHER'S ACKNOWLEDGEMENT

Syracuse, N. Y., Dec. 23.

Editor of *Publishers' Weekly*:

Please let me make public acknowledgment through the *Weekly* of my indebtedness to F. V. Morley, author of "The River Thames," for the inscription which occupies the border of the Booklovers' Map of the British Isles. The words, *How small the map of Britain is on paper and yet how packed with fancies*, so perfectly express what you and I, Mr. Editor, had in mind in our correspondence leading up to the designing of the map, that they might well have been the source of the inspiration—if that's not too big a word—for the map itself.

It was not until I had time for the leisurely reading of Mr. Morley's adventurous and delightful book that I found that these words, which I had noted in a review last April, were his own.

PAUL M. PAINE.

### A CORRECTED ANNOUNCEMENT

22 December, 1927.

Editor, *Publishers' Weekly*:

Due to some gross error on the part of one of our staff the opening of our shop as announced in your well edited weekly was erroneous. It should read: Milwaukee, Wisc.—Under the name of Casanova, H. Warren Schwartz and Burton Bleamer have opened a shop at 591 Downer Avenue, dealing in new, old and rare books and objects of art.

CASANOVA, BOOKS.

## Changes in Price

REILLY & LEE CO.

Edgar A. Guest Books, Pocket Cloth, from \$1.25 to \$1.50.  
The Oz Books from \$1.60 to \$1.75. Effective January 2, 1928.

D. APPLETON & COMPANY

John M. Coulter, "Elementary Studies in Botany," from \$1.72 to \$2.00.

## Obituary Notes

### ROBERT KEABLE

ROBERT KEABLE, author of several popular works of fiction, died in Tahiti recently according to dispatches just received. He had taken up his residence at Tahiti several years ago on the advice of English specialists when he suffered a general breakdown in his health. Keable was born 40 years ago, the son of the Rev. Robert Henry Keable of Bedfordshire, England. He followed his father into the ministry and was for 2 years a member of the Universities Mission to Central Africa, and from 1914 held the rectorship of Leribe in Basutoland. In 1917-18 he was chaplain to the South African forces in France. He resigned holy orders in 1920 and the next year published his sensational novel, "Simon Called Peter." Other of his works which attained to great popularity included "Mother of All Living," "Recompense," "Numerous Treasure" and "Isle of Dreams."

### F. J. HUDLESTON

F. J. HUDLESTON, author of "Warriors in Undress," and "Gentleman Johnny Burgoyne," and Librarian of the British War Office, died in England on November 29th, according to news just received from his niece, Sylvia Townsend Warner. Mr. Hudleston was born in Madras, India, in 1869. He leaves a wife and one daughter. "Gentleman Johnny Burgoyne" was issued this fall and received a great deal of publicity and many enthusiastic reviews, and Hudleston was declared by several critics a man to be watched.

### PROF. F. W. VERY

PROFESSOR FRANK WASHINGTON VERY of Westwood, Massachusetts, formerly professor of astronomy at Brown University

and astronomer at a number of observatories, died at the Cambridge Hospital on November 24th. He was born in Salem in 1852. He took his degree as bachelor of science at the Massachusetts Institute of Technology in 1873 and became an instructor in the Institute. Professor in several colleges at various times, as well as astronomer in several observatories, Professor Very yet found time to write several books on astronomy. Since his health began to fail several years ago he has completed a new book entitled "The Epitome of Swedenborg's Science."

### ALFRED WELLS RICHARDSON

ALFRED WELLS RICHARDSON, a director of the Macmillan Company, died suddenly in his home this week in New York. He was seventy-one years old. Mr. Richardson was born in Mexico, N. Y., and became associated with publishing houses in Springfield, Mass., before coming to New York some years ago to become one of the directors of the Macmillan Company.

## Business Notes

ALBANY, N. Y.—Mrs. C. E. Browne, formerly buyer for Waldman Brothers, who have retired from business, will have charge of the Book and Gift Departments at the W. C. Whitney Co.

WASHINGTON, D. C.—The Skylark Book Shop, 1621 K St., N. W., owned and managed by Marguerite Maxwell Mulligan, has established an up-town branch in the quarters of the Junior League, at the Connecticut Ave. corner of Que St., No. 1900 Que. The up-town "Skylark" stocks only current books—a circulating library with emphasis on non-fiction titles is a feature. All business with the trade will be transacted at 1621 K St.

## New Editorial Office

Wallace Hebbard, publisher, has recently opened an editorial office in Trinity Court, Dartmouth Street, Boston, Massachusetts. It is under the direction of Frederick R. McCreary.



## The Weekly Record of New Publications

**T**HIS list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case word "apply" is used. When not specified the binding is "cloth."

Imprint date or best available date, preferably copyright date in bracket, is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

### Adams, Frank Durward

God and company, unlimited. 191p. S [c. '27] Bost., Murray Press \$1.25

### Addington, Sarah

Tommy Tingle-Tangle. 39p. il. (col.) D (Sunny bk. ser.) [c. '27] Joliet, Ill., P. F. Voland bds. 75 c., bxd.

### Allen, Carleton Kemp

Law in the making. 412p. O '27 N. Y., Oxford \$7

### Babb, Stanley E.

The death of a buccaneer, and other poems. 90p. il. O [c. '27] Dallas, Texas, P. L. Turner Co. \$1.75

### Baldwin, Edward Chauncey

The prophets. 234p. (3p. bibl.) maps T (Nelson's Eng. ser.) '27 N. Y., Nelson \$1.28

### Bate, Herbert Newell, ed.

Faith and order. 557p. O '27 N. Y., Doran \$2.50

A record of the proceedings of the World Conference of the Faith and Order Movement, held at Lausanne, Aug. 3-21, 1927.

### Beeding, Francis

The house of Dr. Edwardes. 312p. D '28 c. '27, '28 Bost., Little, Brown \$2

A tale of mystery and horror by the author of "The Seven Sleepers."

### Berg, David Eric

The art of listening. 108p. (2p. bibl.) S (Fundamentals of musical art, v. 5) [c. '27] N. Y., Caxton Institute, 113 W. 57th St. fab. \$39 set

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The organ, composers and literature. 128p. (bibl.) S (Fundamentals of musical art, v. 9) [c. '27] N. Y., Caxton Institute fab. \$39 set

Six of the twenty volumes in a new musical library called "The Fundamentals of Musical Art," sold only as a complete set. Four volumes in the series appeared in 1926 and four others are delayed until early in 1928. The others are listed in this issue. (See Gabriel, Rosenfeld, Skilton, Waldo and Who's Who.)

### Bober, Mandell Morton

Karl Marx's interpretation of history. 380p. O (Harvard economic studies, no. 31) [c. '27] Cambridge, Mass., Harvard \$3.50

Bower, B. M., pseud. [Mrs. Bertha Muzzy Sinclair-Cowan]

Points west. 331p. D '28 c. '27, '28 Bost., Little, Brown \$2

A novel of the west and of a youngster who sets out to ride away from his troubles, but finally makes a stand for his honor and his rights.

Brabourne, Edward Hugessen Knatchbull-Hugessen, 1st baron

The princess with the pea-green nose. 119p. il. (col. front.) S '27 N. Y., Harper \$1

American annual of photography 1928, The; v. 42; ed. by Frank R. Fraprie and E. J. Wall. 224p. il., diags. O c. Bost., Amer. Photographic Pub. Co. \$2.25; pap., \$1.50

### Aquino, Francisco Radler de

Aquino's "newest" sea and air navigation tables for solving all problems by inspection. 171p. diags. O '27 Annapolis, Md., U. S. Naval Inst. fab. \$5

### Arnold, Earl Caspar

Outlines of suretyship and guaranty. 636p. diags. O '27 Chic., Callaghan & Co. \$5

### Bliley, Nicholas Martin

Altars according to the Code of canon law. 151p.

(6p. bibl.) il. O (Canon law studies, no. 38) '27 Wash., D. C., Catholic Univ. of Amer. pap. \$1.50

### Branom, Mendel Everett

Geography problem projects; bks. 1 and 2. 59p.; 108p. maps F [c. '27] Chic., A. J. Nystrom & Co. pap. 50 c.; 75 c.

### Brown, Brendan Francis

The canonical juristic personality, with special reference to its status in the U. S. 217p. (3p. bibl.) O (Studies in canon and civil law, no. 39) '27 Wash., D. C., Catholic Univ. of Amer. pap. \$1.50

### Buckingham, B. R., and Osburn, W. J.

Workbook for grade 3, to accompany the Buckingham-Osburn searchlight arithmetics; bk. 1. 104p. il. Q [c. '27] Bost., Ginn pap. 36 c.



**Brasol, Boris**

The elements of crime. O '27 N. Y., Oxford \$5

**Brydlova, Bozena (Mrs. W. B. Rubin)**

Flame of the fog. 86p. T [c.'27] Wheaton, Ill., Theosophical Press 75 c.

A sinner's sermons. 114p. T [c.'27] Wheaton, Ill., Theosophical Press 75 c.

**Budd, Thomas Allibone, and Wright, Edward Needles**

The interpretation of accounts. 416p. O '27 N. Y., Prentice-Hall \$5

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Education in a democratic world; ed. by Harold R. Willoughby. 184p. (7p. bibl.) front. (por.) O [c.'27] Chic., Univ. of Chic. Press bds. \$2

Addresses by the late president of the University of Chicago.

**Campbell, Mrs. Ruth**

The turtle whose snap unfastened. 93p. il. (col.) O (Happy children bk's) [c.'27] Joliet, Ill., P. F. Volland bds. \$1.35, bxd.

**Chapman, Percy Addison, and others, comps.**

An anthology of seventeenth century French literature. 414p. O '27 Princeton, N. J., Princeton Univ. Press \$3

**Claiborne, Robert W.**

The way man learned music; pt. 1, Drum, Pipes of Pan, Marimba. 103p. il. diags. obl. O c. [Rowayton, Conn., Author] bds. \$2.50

**Como, Rev. John Freeman**

The church of the New Testament. 31p. O (Stratford sermons) [c.'27] Bost., Stratford pap. 50 c.

**Clowser, George Brinton McClellan**

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Toward Sodom. 343p. D c. [N. Y., Macmillan] \$2.50

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Index to plays, 1800-1926. 307p. Q '27 N. Y., H. W. Wilson buck. \$8

An index to 7,872 plays by 2,203 authors. The arrangement is two-fold—by author and by title and subject. The work was compiled by the reference librarian of the University of Minnesota, and intended as a companion volume to her "Index to Short Stories."

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Paul Vinogradoff; a memoir. 74p. front. O '27 N. Y., Oxford \$1.75

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**Dawes, Chester L.**

Course in electrical engineering; v. 1, Direct currents; 2nd ed. 580p. il. O (Electrical engineering texts) '27 N. Y., McGraw-Hill \$4

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The tenth year; the rise and achievements of the Union of Socialist Soviet Republics. 36p. D (Workers lib., no. 1) '27 N. Y., Workers Lib. Publishers, 39 E. 125th St. pap. 15 c.

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A love story concerned with the irresistible personal magnetism some people possess; not the same story as that of the photoplay of the same name.

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An essay on the philosophical journal of a Japanese recluse. pap. 65 c.

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The tinhorn. 349p. D '27 Minneapolis, Sexton Press \$2

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The history of Rasselas, prince of Abissinia; a tale; ed. by R. W. Chapman. 250p. D '27 N. Y., Oxford \$3

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A text-book of histology; 5th ed. 857p. il. (pt. col.) O [c.'27] N. Y., Appleton \$6

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Whimsical whimsies; little pictures of people and things. 160p. il. D [c.'27] N. Y., Avondale Press \$2

Essays by the mother of Joyce Kilmer, the young poet killed in the war, together with some of the music she composed for his poems, including that for his best known poem, "Trees."

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Korsbaneret; Kristlig kalender för året 1928; ed. by

C. A. Lindvall. 347p. il. T [27] Rock Island, Ill., Augustana Bk. Concern. \$1; pap. 75 c.

**Lamm, Lucian**

College entrance and regents; American history and civics. 206p. maps S (Cebco ser.) [c.'27] N. Y., College Entrance Bk. Co., 104 Fifth Ave. pap. 50 c.  
Living church annual (The); the churchman's year book and American church almanac, 1928. 610p. il. map D [c.'27] Milwaukee, Morehouse Pub. Co. \$1.50; pap., \$1

**Lovestone, Jay**

The Coolidge program. 16p. O (Workers lib., no. 2) [27] N. Y., Workers Lib. Publishers, 39 E. 125th St. pap. 5 c.

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Little, Brown \$2.50  
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Cezanne; tr. by J. Holroyd-Reece [lim. ed.].  
171p. il. Q '27 N. Y., Scribner \$22.50  
A noted critic writes an introduction to this col-  
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social science ser.) [c.'27] N. Y., Century  
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A study of the social, economic and political con-  
sequences of association between races of varying  
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Behind gray walls [rev. ed.]. 120p. il. O [c.  
'20, '27] [Boise, Idaho, Author, Box 58] \$1.65  
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Stone Age," to which this is a sequel.

**Paxon, Frederic Logan**

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Spinnet to saxophone; a dramatic musicale in five  
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Handbook of scientific and technical societies and  
institutions of the U. S. and Canada. 304p. O (Bull.  
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Sciences \$3.50; pap., \$3

**Nordgren, Rubye Patton**

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**Plummer, Mary Wright**

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Amer. Lib. Ass'n] pap. 15 c.

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Mammy Jinny's Christmas home-coming [fiction].  
68p. il. S [c.'27] Macon, Ga., J. W. Burke Co.  
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**Questions and answers to American trade unionists;**

Stalin's interview with the first American trade  
union delegation to Soviet Russia. 60p. il. D  
(Workers Lib. no. 3) '27 N. Y., Workers Lib.  
Publishers, 39 E. 125th St. pap. 25 c.

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Roof framing. 48p. diags. Q [c.'27] Milwaukee,  
Bruce Pub. Co. pap. apply

**Roush, G. A., and Butts, Allison, eds.**

The mineral industry, v. 35, 1926. 950p. O '27  
N. Y., McGraw-Hill \$12



**Raffelock, David, ed.**

The Echo anthology of verse [lim. ed.]. 96p. D [c.'27] Denver, Col., Echo Pub. Co. bds. \$2

A collection of poems which have appeared during the past two years in *The Echo*, the Rocky Mountain magazine.

**Randall-Maciver, David**

The Etruscans. 156p. il. map D '27 N. Y., Oxford \$2

**Rosenfeld, Paul**

Modern tendencies in music. 119p. (2p. bibl.) S (Fundamentals of musical art, v. 18) [c.'27] N. Y., Caxton Institute fab. \$39 set

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Mississippi provincial archives, 1729-1740: French dominion; v. 1. 488p. il. O c. Jackson, Miss., Mississippi Dept. of Archives & History \$5

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Rhymes of if and why; il. by Boardman Robinson. 32p. il. (pt. col.) Q '27 N. Y., Duffield bds. \$2  
A book of juvenile verse.

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**Schoen, Max, ed.**

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**Scott, Sir George**

Marco Polo. 94p. il. (pt. col.) map D (Peeps at great explorers) '27 N. Y., Macmillan \$1

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Modern symphonic forms. 134p. (3p. bibl.) S (Fundamentals of musical art, v. 14) [c.'27] N. Y., Caxton Institute fab. \$39 set

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Articles by J. M. Powis Smith, Ozora S. Davis, Shailer Mathews, the editor, and others.

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A story for children of the Indians of North America.

**Stone, Clarence Robert**

Stone's silent reading, bk. six. 251p. il. (pt. col.) D [c.'27] Bost., Houghton 96 c.

**Tappan, Eva March, ed.**

Wonders of science; school ed. 270p. il. D [c.'27] Bost., Houghton 96 c.

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Thurston's philosophy of marriage; the conclusions of a qualified observer. 32p. il. D c. N. Y., Tiffany Press, 33 W. 42nd St. bds. \$2  
A plea for moderation in the physical relations of the sexes.

**Scribner, Edwin**

Welcome to the old town; a comedy in three acts. 189p. S (Denison's royalty plays) [c.'27] Chic., T. S. Denison pap. 50 c.

Specifications for a hospital, erected at West Chester, Pa., for Chester County, York and Sawyer, architects; notes and comments by Wilfred W. Beach. 504p. front. diags. Q (Pencil points lib. of specifications) c. N. Y., Pencil Points Press buck. \$6

**Stafner, Nina**

Oh, gee, gosh! a monologue. 8p. S (Denison's monologues) [c.'27] Chic., T. S. Denison pap. 25 c.

**Tarboux, J. G.**

Electric power equipment. 455p. il. O '27 N. Y., McGraw-Hill \$5

**Telford, C. J.**

A manual of woodlot management. various p. (2p. bibl.) il. diags. O (Natural hist. survey bull., v. 17, art. 2) '27 Urbana, Ill., State of Ill., Dep't of Registration & Educ. pap. apply

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History of the Thompson family, 1637-1860. 12p. il. '27 Bost., Goodspeed's Bk. Shop \$2.50

Trustee and his library, The. 27p. (bibl.) D '27 Chic., Amer. Lib. Ass'n pap. 40 c.

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Did Orphic influence on Etruscan tomb paintings exist? 93p. Q (Studies in Etruscan tomb paintings, 1) '27 N. Y., G. E. Stechert pap. \$1.50

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Laboratory manual in American history. 241p. (bibl.) maps O c. '27 N. Y., Amer. Bk. Co. pap. apply

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Three color separation photography; a manual of simplified practice. 45p. (2p. bibl.) il. diags. (pt. col.) D [c.'27] S. Norwalk, Conn., Author bds. \$3

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A new portrait of James Boswell [lim. ed.] various p. il. (col. front.) Q c. Cambridge, Mass., Harvard bds. \$15

**Tippett, James S.**

The singing farmer. 95p. il. (col.) D [c.'27] Yonkers, N. Y., World Bk. 68 c.  
A rural reader for very young children.

**Tunstall, Virginia Lyne**

A white sail set [verse]. 67p. D c. N. Y., H. Vinal bds. \$1.50

**Tyndall, John William**

The origin of the black man [2nd ed., rev. and enl.]. 140p. D [c.'27] St. Louis, Mich., Metropolitan Correspondence Bible College, P. O. Box 333 \$1.50

**Unger, Gladys Buchanan**

Two girls wanted; a comedy in three acts. 124p. diagrs. D (French's standard lib. ed.) c.'26 N. Y., S. French pap. 75 c.

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A book on parental education by a worker in one of our juvenile courts.

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Early Italian and French opera; opera in its lighter forms; opera houses and mise-en-scène. 128p. (2p. bibl.) S (Fundamentals of musical art, v. 15) [c.'27] N. Y., Caxton Institute fab. \$39 set

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The changing college. 143p. S [c.'27] Chic., Univ. of Chic. Press \$1.50

Essays and addresses by the former dean of the Colleges of Arts, Literature and Science at the University of Chicago, who is now the president of Oberlin College.

**Williams, Albert Rhys**

The Russian land. 293p. il. D (New Republic dollar bks.) c. N. Y., New Republic pap. \$1

Sketches of life in modern Russia, many of which have appeared in *The Atlantic Monthly*, *Asia*, and the *New Republic*.

**Willoughby, William Franklin**

Principles of public administration; with special reference to the national and state governments of the United States. 742p. (63p. bibl.) O (Inst. for gov't research) c. Balt., Johns Hopkins Press buck \$5

**Woodbury, Helen [Mrs. Trell W. Yocum]**

Uncertain treasure. 295p. D [c.'28] Bost., Little, Brown \$2

A novel of young marriage, of a couple very much in love who lack the necessary understanding and sympathy to find real happiness.

## Title Index to the "Weekly Record"

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- Way man learned music, The; pt. 1. \$2.50  
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- Westward march of American settlement, The. Garland, H. 50 c.; 35 c. Amer. Lib. Ass'n
- Whimsical whimsies. Kilmer, A. \$2  
Avondale Press
- White sail set, A. Tunstall, V. L. \$1.50  
H. Vinal
- White Swallow. Sterne, E. G. \$2. Duffield
- Who's who in the orchestra. \$39, set  
Caxton Institute
- Wonders of science. Tappan, E. M. 96 c.  
Houghton

# The Field of Old and Rare Books and Weekly Book Exchange

## CURRENT RARE BOOK NOTES

Frederick M. Hopkins

IN a very interesting article, "Some Elusive Modern Books," in the December *American Collector*, John C. Eckel makes out a very strong case for the popularity of modern first editions (which he defines as books printed within thirty-five or forty years) but some of his statements will bear challenging. "The first twenty-five years of the present century," says Mr. Eckel, "have seen almost a revolution in the books collected. Black letter books and cradle books, the product of presses like the Aldus, Elzevir, and Plantin have been pushed to the rear. No demand exists for them and they are selling for the proverbial song. Old English literature and the books of the Restoration period have sagged for the want of customers, and barring a goodly number of eighteenth century 'high spots' the products of that era have gone begging." It was only two or three years ago that an English writer made similar statements in regard to Dickens. He was sure that the great novelist was being pushed to the rear and that his star among collectors was descending. The answer of today came at the recent Hatton sale when a first edition of "Pickwick Papers" brought \$16,300 and other high records were made. The fact is that in

the very period in which Mr. Eckel sees a revolution, new high records have constantly been made in the sale of early manuscripts, incunabula, Elizabethan rarities, first editions of the seventeenth and eighteenth centuries, of the Victorian period, Americana, and autograph letters and manuscripts. Genuine rarities in good condition in any of these fields are sure to bring good prices in London and New York when sold under favorable conditions. There is not a concentration on modern first editions to the exclusion of interest in other lines of collecting. The number of collectors never was so large or so diversified in their tastes. The day is past when the fashion in collecting can form a concentration on a single field, or line, like that of modern first editions. The simple fact is that the genuinely rare and great books, from the Gutenberg Bible down to those of our own day, are all in demand at steadily advancing prices, and we are not likely to see any change in this condition. The preponderance of modern first editions in booksellers' and auction catalogs is due to the large and easy supply of these books and the great number of new collectors who make their beginnings with them. The little space given to illumi-

nated manuscripts, Elizabethan rarities, or gems of the seventeenth and eighteenth centuries, is due to comparative scarcity of material, not lack of interest.

**"WORKERS in the Dawn,"** by George Gissing, his first book, has an interesting history. The manuscript was first submitted to Smith & Elder who declined to publish the novel because it was "deficient in dramatic interest" and "failed to meet the requirements of the reader of fiction." Sampson, Low & Co., next declined it "on account of its rationalistic tendency, and certain other details of a profligate character." C. Kegan Paul & Co. was the third publisher to return the manuscript but no record has been preserved of their reasons why the story did not appeal to them. The author, now despairing of acceptance by publishers at their own risk, yet resolved that the book should see the light, formed the bold project of publishing at his own cost. For this purpose he signed an agreement with Remington & Co., under which he was to pay them £100 in three instalments during the course of the printing of the book, and after publication receive two-thirds of the profits of sale as shown by ordinary half-yearly accounts. Gissing paid for the publication of 277 copies, and months after its publication was "horrified" to learn that only 29 copies had been sold. However, in due time the edition was exhausted, and the first edition has become excessively rare. At the close of the world war it had reached a record of \$150 in the auction room. Last February a copy brought \$1,175, and James F. Drake has recently sold a beautiful copy for \$1,500.

**"W. H. HUDSON** apparently, has come into a fixed position as a collector's author," writes John C. Eckel in *The American Collector*. "As a stylist, a writer of simple and beautiful English and his thoroughness, have all combined to place him on a stable foundation. For a whole year after his death he was the most collected author in England. He was acclaimed by Conrad, Galsworthy and Roosevelt as the best in his class. His first book was published in 1885 and was called

"The Purple Land That England Lost." Minus the library labels found on many copies it is a book difficult to find. Another one of his scarce books is his second one, "A Crystal Age." It was published anonymously. Then, "Green Mansions," one of the perfect romances, which appeared in 1904, is no easy quest if a fine copy is desired. Hudson's first novel "Fan," issued under the pseudonym of Henry Harford, has disappeared most completely, excepting in the shape of a "cripple." A copy presented to himself fetched £70 in an English auction shortly after his death."

**A CABLEGRAM** from London reports that an English bookbinding firm is expending \$25,000 in the design and craftsmanship of fifteen volumes of "The Lives and Times of the Popes," to the order of Thomas F. Madigan, of this city. Rubies, sapphires, ivory, silk, scarlet leather, all go into the binding and ornamentation of each volume. The first year since the order was placed has produced only four volumes, of which only one has reached America. The volumes include thirty of the original Papal bulls.

### Auction Calendar

Tuesday evening, January 10th, at 8:15. Elizabethan and later literature. (Part 1 of the library of S. N. Levy; Items 194.) The Anderson Galleries, 489 Park Ave., New York City.

### Catalogs Received

**Autographs.** (No. 27; Items 720.) John Haise, 410 Onondaga Bank Bldg., Syracuse, N. Y.

**Books on agriculture, gardening, live stock and diary farming.** D. B. Taraporevala, Sons & Co., 190 Hornby Road, Bombay, India.

**Drucke des XVI. Jahrhunderts und einige neuere Drucke berühmter Pressen.** (No. 6; Items 283.) Straubing & Müller, Weimar, Germany.

**Library of the Princess Catherine of Courland born (1781), and comprising over two hundred volumes of French, English and German literature of the eighteenth and early nineteenth centuries, a collection of unusual interest, exquisitely bound, mostly in full calf with the arms of Courland in gold on the covers, and the signature of the original owner in many of the volumes.** B. Westermann Co., Inc., 13 West 46th St., New York City.

**Moderne Graphik.** (No. 1; Items 1207.) Ackermann & Sauerwein, Gartenstrasse 1, Frankfurt Am Main, Germany.

**Old books on the exact sciences.** (No. 947; Items 263.) James Tregaskis & Son, 66 Great Russell St., London, W. C. 1, England.

**Rare autograph letters and books.** (No. 208; Items 279.) The Shepard Book Co., 408 South State St., Salt Lake City, Utah.

**Rare books, pamphlets, broadsides, autograph letters, and documents, engravings, paintings, etc.** (No. 70; Items 380.) Newman F. McGirr, 28 West Montgomery Ave., Ardmore, Pa.



# The Weekly Book Exchange

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## BOOKS WANTED

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Codman. Arnold's Expedition to Quebec. An interesting supplement, first published \$1.15.

ADAIR BK. CO., 1760 CHAMPA ST., DENVER, COL.  
Mason. On Baskets. Smithsonian Institution for 1902.

Elinor Glyn. Love's Blindness.

ADAIR'S BK. STORE, 243 HENNEPIN, MINNEAPOLIS  
Books on Archery. Old and recent eds.

ALCOVE BK. SHOP, 936 B'WAY, SAN DIEGO, CAL.  
Sci. Amer. Cyclop. of Formulas bef. 1920.  
Conway. Life of Thomas Paine.

AMER. BAPT. PUB'N. SOC., 1107 MCGEE ST.,  
KANSAS CITY, MO.

Dogg. Systematic Theology.

Gill. Systematic Theology.

Preachers Homiletic Commentary. Complete set.  
New Testament only. Funk & Wagnalls ed.  
Good condition.

Hastings. Bible Dictionary. 5 vol. ed.

AMER. BAPT. PUB'N. SOC., 313 W 3RD ST., LOS  
ANGELES, CAL.

Garvie. Christian Doctrine of the Godhead.

AMER. BK. COLLECTORS' SERVICE, 321 B'WAY,  
NEW YORK

Charles Carrington. Any Paris eds. Please quote.

AMER. BUR. OF HERALDRY, 10 W. 28TH ST., N. Y.  
Genealogies of Alford; Jennings; Lancaster;  
Goodale; Houston; Brevoort; Cannon; Hancock; Jay; Bryant; Covell; Colby; Whittridge; Bispham; Fennell; Neel; Wade.

AMERICAN HEBREW, W. H. BLUMENTHAL, 19 W.  
44TH ST., NEW YORK

Farrer. Books Condemned to Be Burnt. Lond., 1904.

Ditchfield. Fatal Books. Lond., 1903.  
Any book oddities, eccentric in contents, bindings, format. Describe.

APPROVED BKS. STORE, 1721 SPRING GARDEN,  
PHILA.

Scientific Accuracy of the Scriptures. A. T. Pierson.

ARGUS BK. SHOP, 434 S. WABASH AVE., CHICAGO  
In the Clutch of Circumstances. Cooke.

ASSOCIATED STUDENTS STORE, BERKELEY, CAL.  
Russell. North America. Appleton.  
Knowlton & Ridgway. Birds of the World. Holt.

AVONDALE PRESS, 1841 BROADWAY, NEW YORK  
Some People We Meet; Young Ladies of Today;  
Young Gentlemen of Today. '11 by Charles F. Rideal.

A Century of Success. Freeman Morris.  
History of Lancashire. Lawrence Butterworth.  
Dickens, Charles. Any and all items of any kind.  
Battle Abbey items of any kind.  
Particulars by mail only.

J. BAER & CO., FRANKFURT A.M., HOCHSTRASSE 6  
MacCulloch. Celtic Mythology. 1918.  
Mason. The Veto Power. 1890.

Wilson, W. Congress. Government. 1890 or later.

Rosengarten. German Soldier in the Wars of U. S. 1886 or later.

Lossing. Pictorial Hist. of Civil War in U. S. A. 1866-68.

Best. Spiritual and Mental Concepts.

Daggett. Legends and Myths of Hawaii.

Dixon. Ocean Mythology. 1916.

Emerson. Unwritten Literature of Hawaii. Bulletin 38 of Bureau of American Ethnology. 1909.

Emerson. Hawaiian Antiquities of Dav. Malo. Honolulu, 1898.

Fornander Collect. of Hawaiian Antiquities. ed. Thrum. Honolulu, 1916.

Gill. S. Pacific and New Guinea. 1892.

Jarves. Hist. of Hawaiian Islands. 4 ed. Honolulu, 1872.

Lilinokalani. An Account of the Creation of the world. 1897.

Thrum. Hawaiian Folktales. 1907.

WM. M. BAINS, 1713 CHESTNUT ST., PHILA.

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Bennett. Helen with a High Hand.

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Around the World. Ella Wheeler Wilcox.

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Gettysburg Campaign. Comte De Paris.  
Campaigns of Stuart Cavalry. McClellan.  
Stuart's Cavalry in Gettysburg Campaign. Mosby.  
Economic History of Va. in 17th Centy. Bruce.

BOROUGH HALL B'KE SHOPPE, 337 ADAMS ST.,  
BROOKLYN, N. Y.

Pinkerton. Molly McGuire.  
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Rayner. Andrew Johnson.  
Gibson. Statesmanship of Johnson.  
Any Books or Maps on Brooklyn or Long Island.

BOSTON MEDICAL LIB., 8 FENWAY, BOSTON  
Holmes, Oliver Wendell. Report any medical  
or other books and pamphlets by Holmes.

BRENTANO'S, 218 S. WABASH AVE., CHICAGO  
Singing Caravan. Baerlein.  
R. R. Economy. Lardner. Strickland's Report.  
Life and Letters Asa Gray. 2 vols.  
Thorpe. Constitutional Hist. U. S. 3 vols.  
The Conspirators. Robt. W. Chambers.  
Old Provence. 2 vols. Cook.  
On the Border with Crook.  
The Modern Gladiator.

BRICK ROW BK. SHOP, 231 ELM, NEW HAVEN, CT.  
The Gate Beautiful. John Ward Stimpson. Pub.  
Albert Brandt, Trenton, N. J., 1903.

## Weekly Book Exchange

BRIDGMAN & LYMAN, 108 MAIN ST., NORTHAMPTON, MASS.

Holland. Book of Moths.  
Smith. Block Printing Linoleum.  
Huelsen. The Forum and the Papatine.  
Hourich. Air Service Engine Handbook.

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Lincoln, any date, any language; any Lincoln songster, joke book, sheet music, campaign manual, cartoons, badges, or souvenir; any file of 1860 newspapers or magazines.

Western History. Any book, pamphlet, map, view, manuscript, early magazine or newspaper files dealing with the pioneer history of any state west of Pennsylvania; especially wanted: Chicago. Material before 1871 such as directories, street maps, views, guides and almanacs.

Items before 1860 on Illinois, Wisconsin, Indiana, Ohio, Iowa, Missouri, and Middle West in general.

California, Oregon, Montana, Idaho, Texas, and other Far Western states.

Accounts of overland journeys to Far West. Narratives of persons captured by Indians. Anything about pony express, overland stage and early express companies.

Western railroads. Reports, surveys, projects especially roads to Pacific.

Mining life in Far West, 1848-1875.

Mormons in N. Y., Ohio, Missouri, Ill., Utah. Texas outlaws, rangers, Santa Fe Trail and Traders; early cattle trade.

Personal narratives of explorers & pioneers. I am in the market for material on Lincoln and Western History every day in the year. It will pay you well to quote me on everything of this sort coming to your attention.

BROWN BK. SHOP, 623 STATE ST., MADISON, WIS.  
Rackham. Midsummer Night's Dream.

BUFFALO BK. EXCH., 137 SENECA, BUFFALO, N.Y.  
Through the Wall. Moffett.  
Alexander Hamilton. Set. 12 vols.  
Encyclopedia Britannica. Late ed.

BULLOCK'S, BK. DEPT., LOS ANGELES, CAL.  
Idea of God. Balfour.

CAMBRIDGE BK. SHOP, 4 COLLEGE ST., TORONTO 2  
Little Journeys to the Homes of Great Musicians.  
Elbert Hubbard.

CANNELL & CHAFFIN, 720 W. 7TH ST., LOS ANGELES, CAL.  
Messages of the Presidents. Vol. 11 in ¾ black Morocco.

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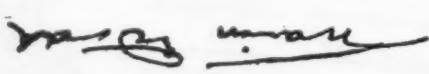
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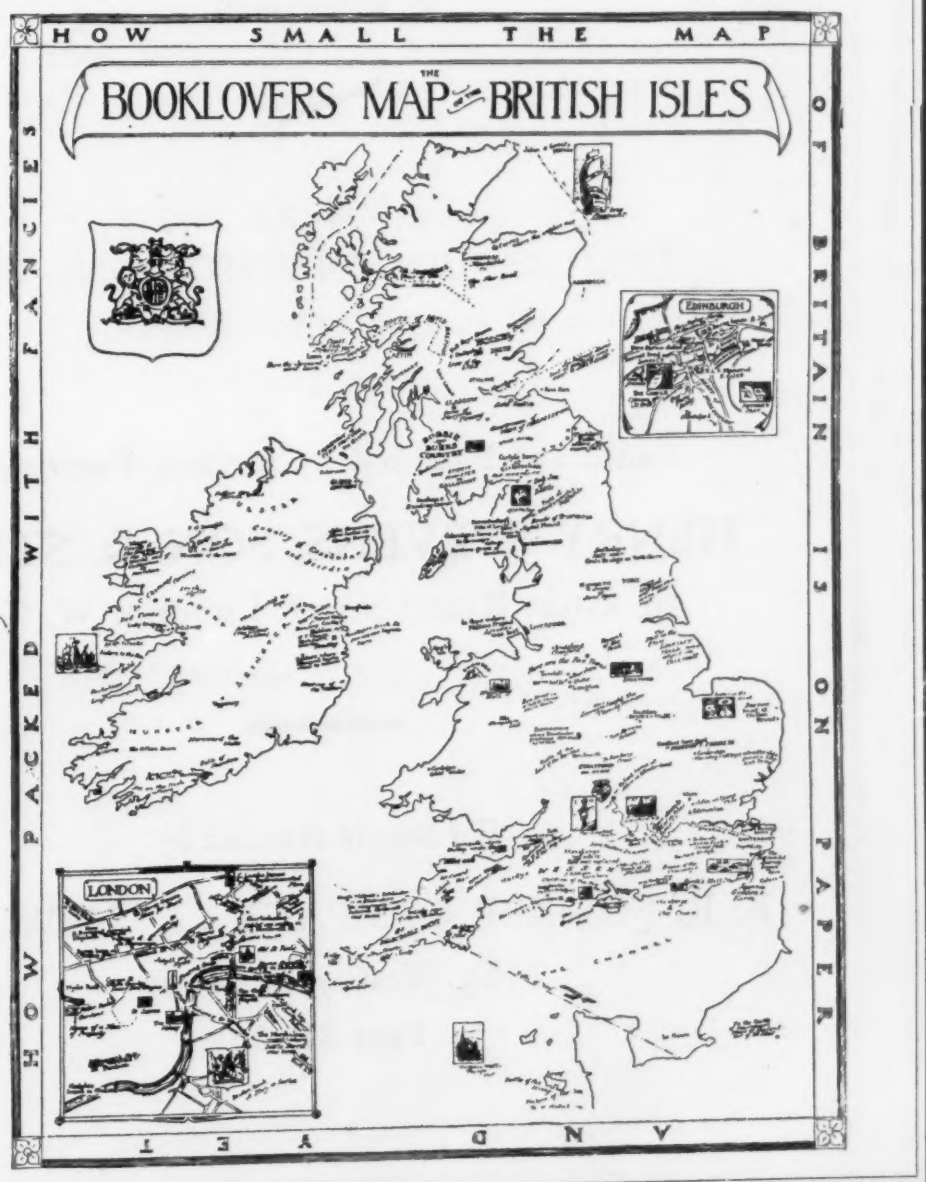
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